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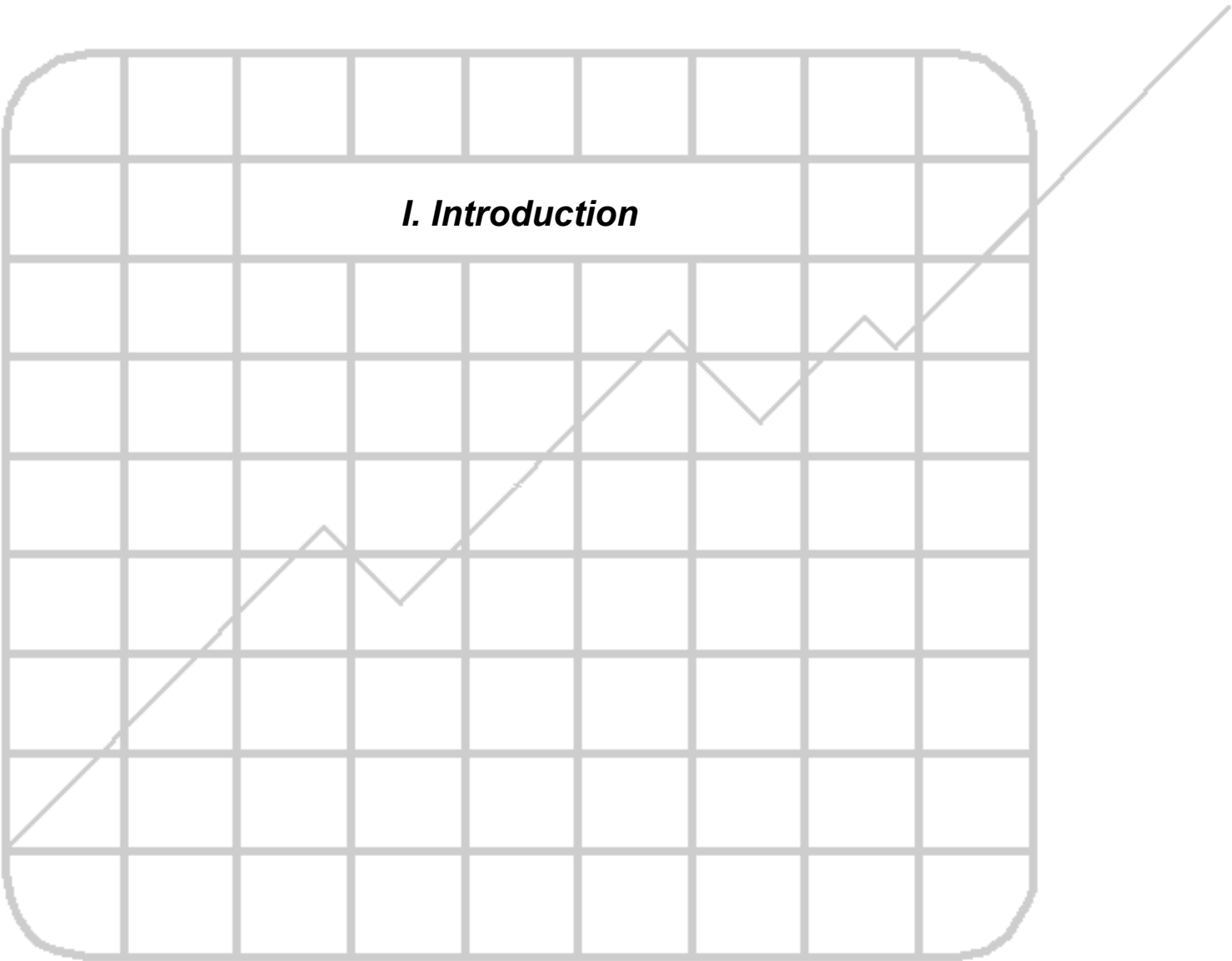
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## **Methodology**

This study was commissioned by the City of Albuquerque. The objective of the study was to assess the attitudes and opinions of Albuquerque residents on numerous issues related to their overall quality of life. In addition to measuring satisfaction with city services, the study measured citizen perceptions regarding a number of issues currently facing the City of Albuquerque.

### ***The Interview***

Respondents were interviewed by telephone. Telephone numbers were generated using a random digit dialing method.

Work week telephone calls were made primarily during the evening hours while weekend interviews were conducted during both the day and evening. Interviews were conducted between June 9<sup>th</sup> and June 29<sup>th</sup>, 2005.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete understanding of the survey instrument.

### ***Sample***

This study included a random cluster sample of 1,389 residents currently living in the City of Albuquerque. For city planning purposes, Albuquerque is divided into ten City Planning Areas (CPA's) (a map is shown on the following page). Research & Polling surveyed approximately 150 households in each planning area. For purposes of this study, the Southwest Mesa and South Valley planning areas were merged because many of the households in these regions are outside the municipal boundaries of the City of Albuquerque. In order to ensure a representative sample, the results were then weighted at the CPA level so that each CPA received its proportional share of interviews based upon estimated population counts.

An oversample of 76 African-Americans, 75 Asian-Americans, and 75 Native American Indians were also interviewed, so that results of the important demographic subgroups could be analyzed independently. These results were weighted to their fair share of the population to avoid any skewing of the results. Thus, a total of 1,615 interviews were completed.

### ***Sample Bias***

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population which are historically undercounted. This has the effect of minimizing but not necessarily eliminating sampling bias.

### ***Margin of Error***

A sample size of 1,615 at a 95% confidence level provides a maximum margin of error of approximately  $\pm 2.4\%$ . In theory, in 95 out of 100 cases, the results based on a sample of 1,615 will differ by no more than 2.4 percentage points in either direction from what would have been obtained by interviewing all adult residents living in Albuquerque.

### ***The Report***

This report summarizes the results for each question in the survey and reports on any variances in attitude or perception where significant among demographic subgroups. The demographic subgroups highlighted for this study include: gender, ethnicity, age, level of education, household income, length of residency, number of people living in household and home ownership status. The report also tracks certain questions to those asked in previous studies conducted in 1999, 2001, and 2003.

## Executive Summary

The City of Albuquerque has much to offer its residents which helps explain why the Albuquerque Metro area has become such a popular place to live over the past few decades. Whether it is the continuing efforts to revitalize the Downtown area, reconstruction of the Big-I, refurbishing of Isotopes Park or the expansion of the city zoo and museums, the efforts to improve our quality of life are coming to fruition. This is illustrated by the fact that over the past three Citizens' Perception studies conducted since 1999 on behalf of the City, there has been a steady increase in the number of residents who say Albuquerque's quality of life is improving and there has been a steady decline in the percentage of residents who feel our quality of life is getting worse.

Overall, nearly two-thirds of residents feel the quality of life in Albuquerque as a whole is either good (55%) or excellent (9%), while just 8% characterize the quality of life poorly. Residents express an even higher level of satisfaction with their own neighborhood with three-quarters saying their neighborhood quality of life is either good (51%) or excellent (24%). Another indication of the high quality of life Albuquerque offers is found in the number of residents who say they do not plan on leaving the city. In fact, nearly four-in-five residents (79%) say they still plan on living in Albuquerque five years from now, with just 14% who say they anticipate moving somewhere else. It is interesting to note that residents under the age of 35 are most apt to say they plan on moving (29%).

One of Albuquerque's great strengths and what sets it apart from many communities is its multi-cultural composition. While this can sometimes cause tensions among certain groups, the majority of residents (61%) believe relations between people of different cultures or backgrounds is either good (48%) or excellent (13%). Less than one-in-ten residents (8%) characterize these relations as being poor, while 29% give a fair rating. It is interesting to note that Albuquerque's two primary racial/ethnic groups (Anglos and Hispanics) tend to be more apt to feel relations are good or excellent compared to Native American Indians or African-Americans. Sixty percent of Anglo residents and 59% of Hispanic residents feel relations are positive, compared to 50% of Native American residents and just 34% of African-Americans. Asian-Americans are most likely to feel relations between different cultures are good or excellent.

### Public Safety

Ensuring public safety is perhaps the single most important function that a municipality must provide. It is observed that the vast majority of Albuquerque residents feel safe and secure in their neighborhoods, even when they are alone at night. During the day, 96% of residents say they feel either very safe (72%) or somewhat safe (24%) being alone in their neighborhood and four-in-five residents say they feel either very safe (38%) or somewhat safe (42%) being alone in their neighborhood at night. However, nearly one-in-five residents (18%) feel unsafe being alone in their neighborhood in the evening. It is interesting to note that more than one-third (36%) of residents who live in an apartment building say they feel unsafe being out alone in the evening.

Though most residents feel safe and secure, one-in-five say they or a household member has been a victim of a crime in the past year and 26% of residents have reported an incident to APD. Approximately three-fifths (59%) of residents who reported an incident to APD in the past year say the response they received was either good (25%), very good (18%) or excellent (16%), though 20% rate APD's response poorly and 19% give a fair rating. It should also be noted that the large majority of residents who have called for fire or emergency medical services in the past year express satisfaction with the timeliness of the response to their call (79%) and with the services they received (76%).

APD appears to be doing a relatively good job of being active in local neighborhoods and engaging residents in a positive way. For example, 57% of residents feel APD officers are polite when dealing with people in their neighborhood, while 54% say officers are helpful and 53% believe they are fair. However, less than half (47%) of Albuquerque residents feel APD officers are concerned about people's problems in their neighborhood. APD officers have an immensely difficult job, but there does appear to be room to further improve relations with neighborhood residents and further instill a sense of personal safety within the community.

## City and Neighborhood Amenities

There are many different amenities and features of a city that contribute to the overall quality of life residents enjoy. For instance, the vast majority of residents (91%) say it is important to have clean, well maintained neighborhoods (73% say this is very important). Nearly four-in-five residents (79%) also feel it is important to have public recreational facilities such as parks and athletic fields, while 74% say it is important to have cultural facilities such as museums, zoos and theaters. While the vast majority of residents believe these features are important, there are improvements that can be made in these areas. For example, while 91% of residents believe it is important to have clean and well maintained neighborhoods, 67% agree their neighborhood is clean and well maintained. There is a much larger gap in perceived importance and reality when it comes to the city's recreational and cultural facilities. Although 79% believe the availability of recreational facilities such as parks and athletic fields is important, just 40% agree there are enough of these facilities in Albuquerque. Similarly, just 46% of residents believe there are enough cultural facilities such as zoos and theaters, though 74% believe these facilities are important. Clearly there is a desire among

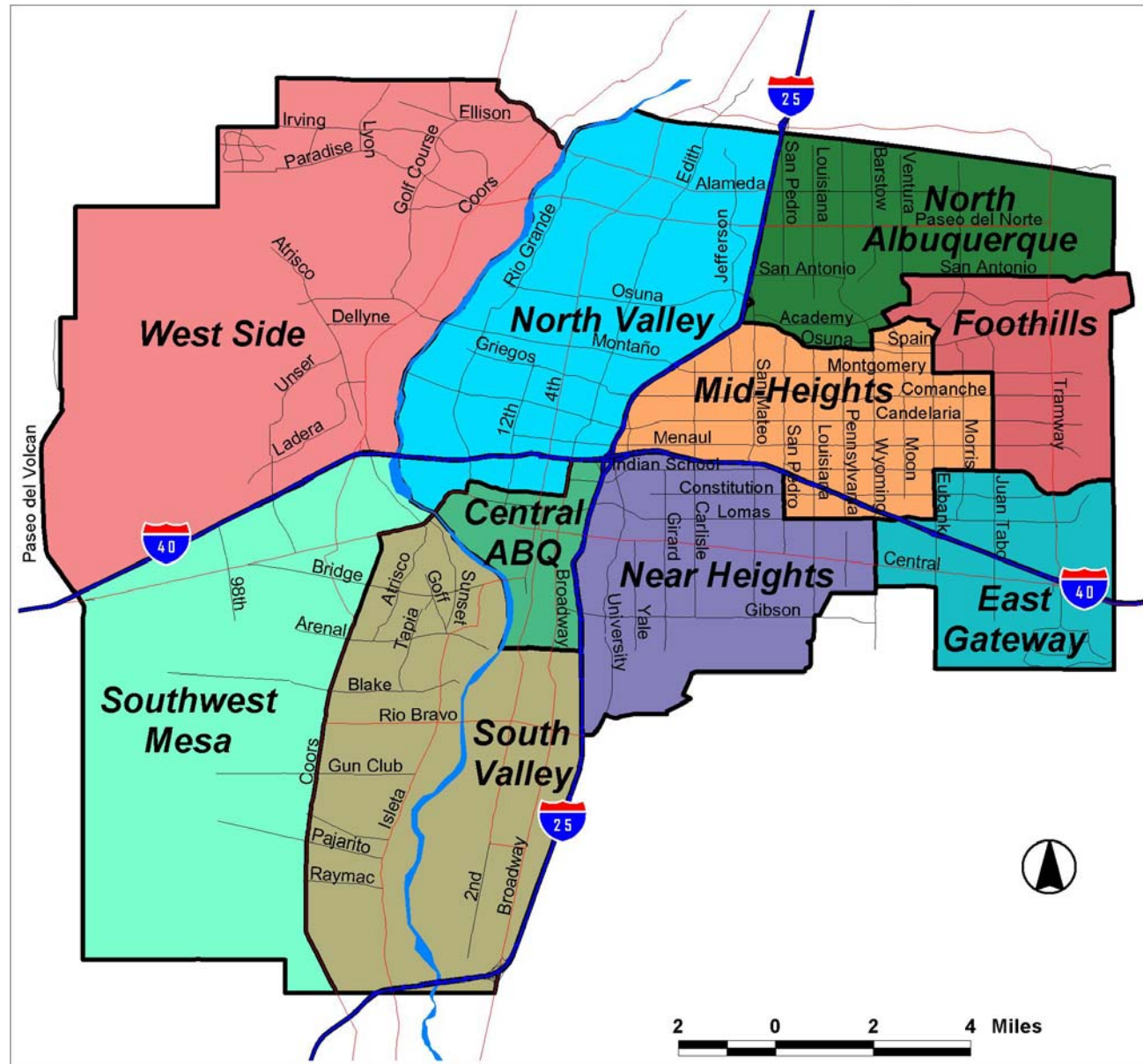
many residents to have more public recreational and cultural facilities. The constant challenge for city leaders is to balance public desire for these types of amenities while providing basic services that may not capture as much public attention, but are vital in the day-to-day lives of residents.

Residents' apparent satisfaction with their quality of life is further brought to light when considering that 62% agree that people in their neighborhood look out for one another's safety, though 16% disagree. Most residents (60%) also believe there is good selection of diverse neighborhoods in Albuquerque from which to choose. One area that can be improved on is enforcement of neighborhood traffic speeds. While the majority of residents (52%) agree that traffic speeds in their neighborhood are safe, 27% disagree and another 21% have neutral or mixed feelings. The problem with traffic speeds appears to be most acute in the SW Mesa/SouthValley and East Gateway areas.

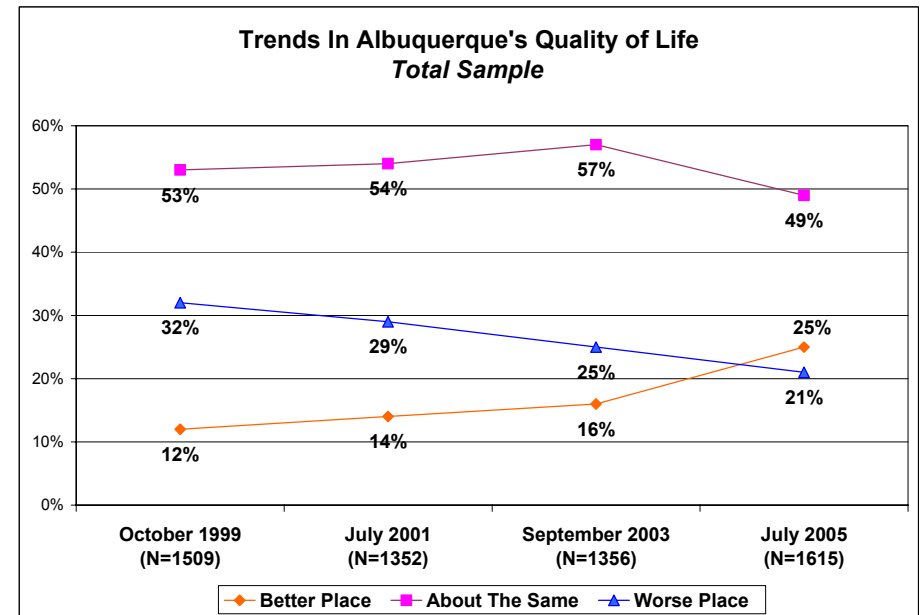
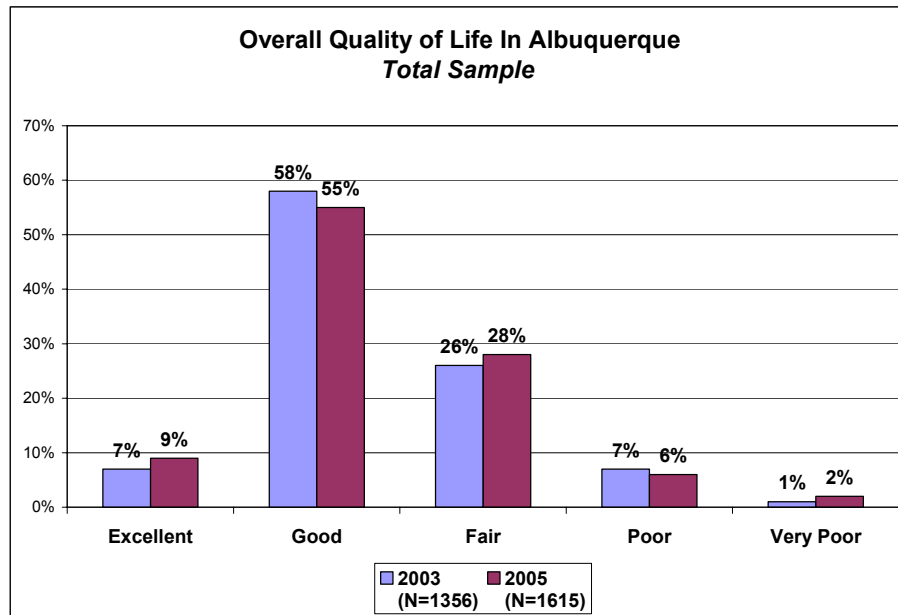
On a related traffic note, it should be noted that the large majority of residents say they are aware of and support the use of having cameras installed at intersections to identify and ticket the owners of cars caught running red lights. In fact, three-in-four residents say they support using the camera system to catch and ticket owners of vehicles that run red lights. The primary reasons that residents give for supporting the camera system are to enhance public safety, the perceived need to catch violators and the need to help reduce traffic accidents.



## Albuquerque Community Planning Areas



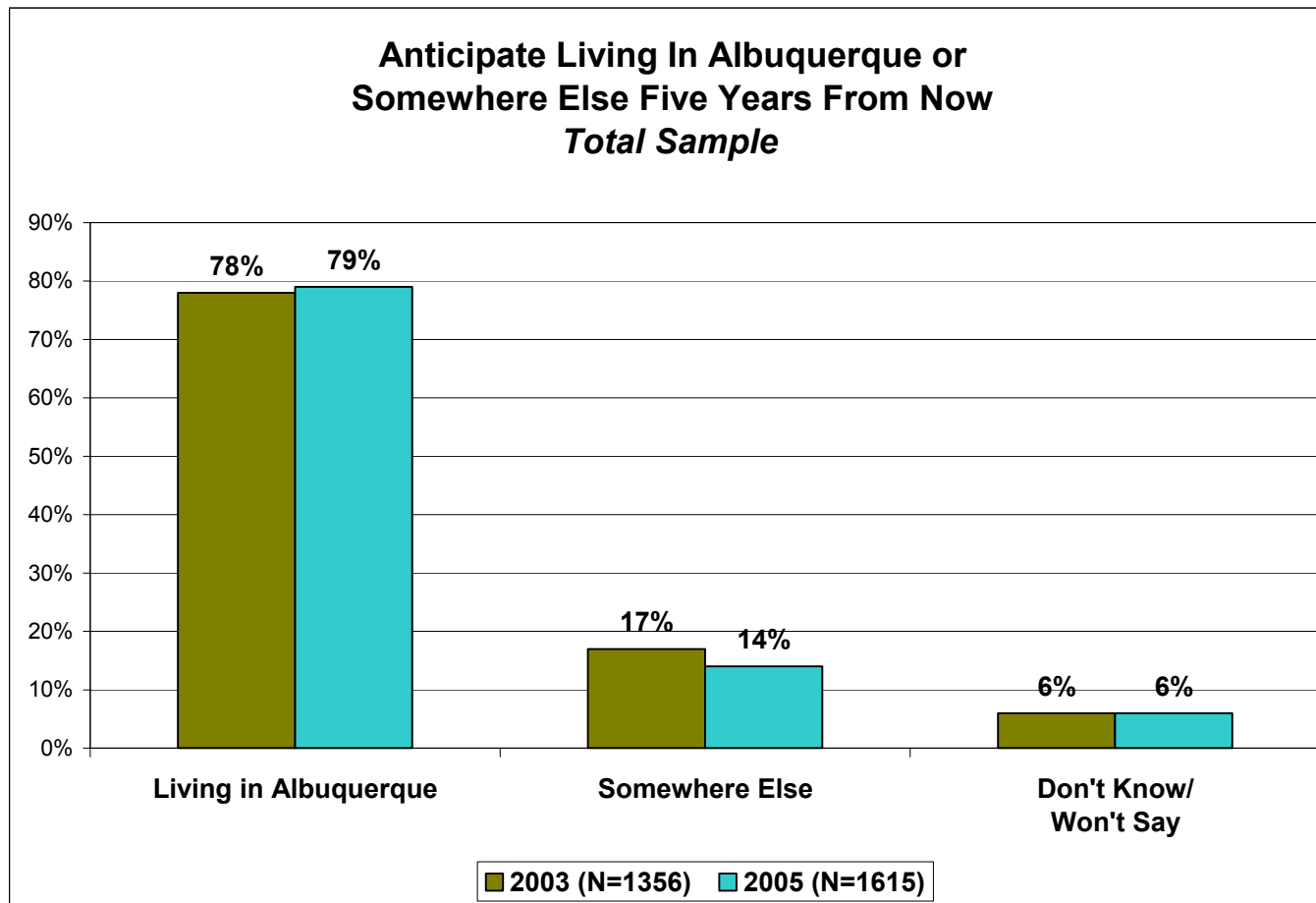
## Perceived Quality of Life In Albuquerque



Overall, nearly two-thirds (64%) of city residents rate the quality of life in Albuquerque as being either *good* (55%) or *excellent* (9%). Approximately one-quarter (28%) of city residents feel the overall quality of life is *fair*, while less than one-in-ten (8%) rate the quality of life poorly. These results are almost identical to those observed in the 2003 study. It is interesting to note that Anglo residents (71%) are more apt than Hispanic (58%), Native American (52%), African-American (52%) and Asian-American (55%) residents to feel the quality of life in Albuquerque is either *good* or *excellent*. Also, those with higher levels of household income tend to rate the overall quality of life in the city higher than those with lower levels of income.

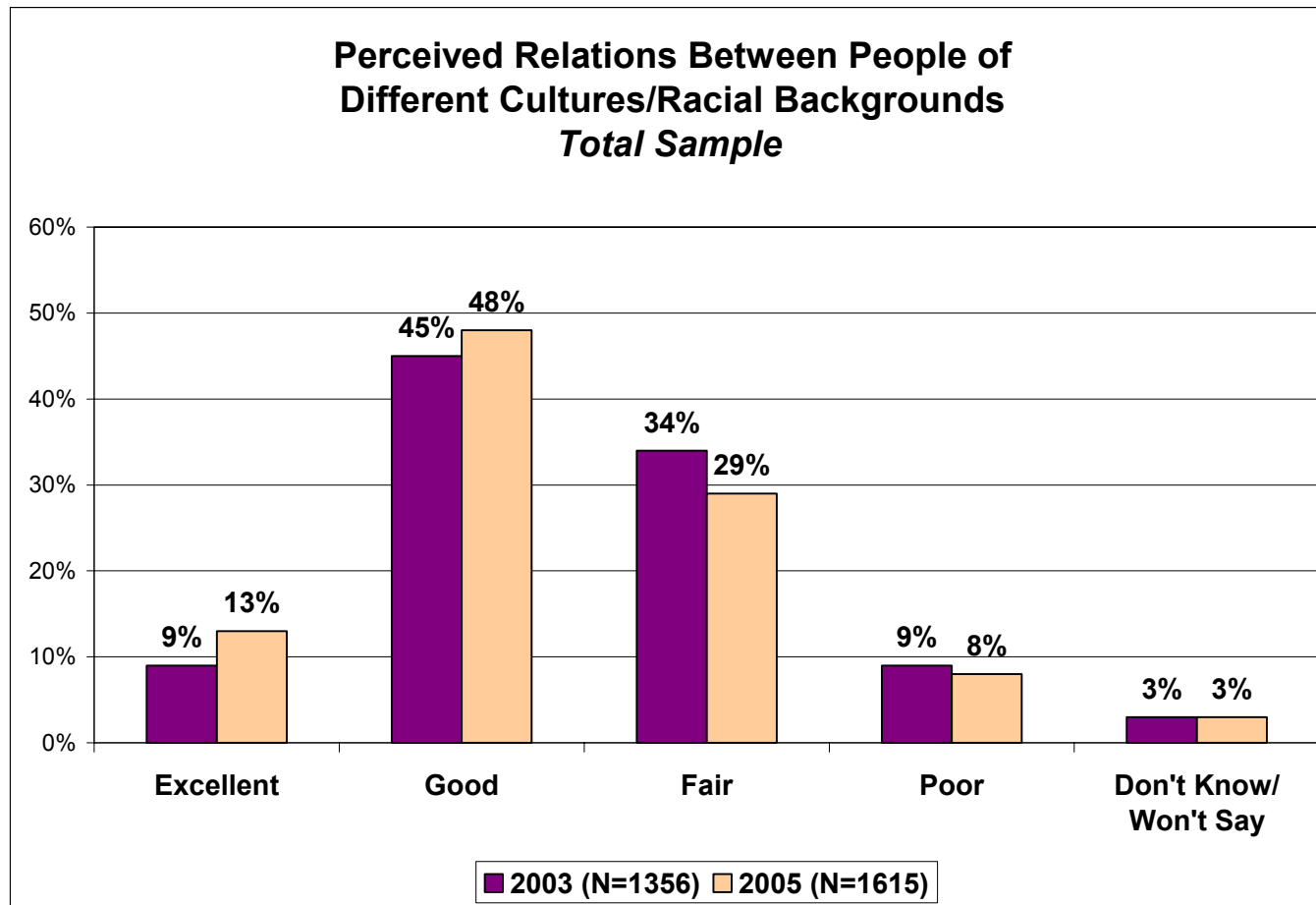
One-quarter of city residents believe Albuquerque has become a **better place** to live over the past year compared to 21% who feel Albuquerque has become a **worse place** to live. Nearly half (49%) believe the quality of life in Albuquerque is **about the same** as it was a year ago. It is interesting to note that 44% of residents between the ages of 18 and 24 feel Albuquerque has become a better place to live compared to 23% of those 25 and older. Thirty percent of residents age 50 and older believe Albuquerque has become a worse place to live compared to 21% who feel it has become a better place to live.

The past three studies have shown a steady increase in the percentage of residents who feel Albuquerque is becoming a better place to live. In fact, the percentage of residents who say Albuquerque has become a better place to live has jumped from 12% in 1999 to 25% currently. There has also been a steady decline in the percentage of residents who feel Albuquerque has become a worse place to live, falling from 32% in 1999 and 25% in 2003, to 21% currently.



Nearly four-in-five city residents (79%) say they will be living in Albuquerque five years from now, though 14% say they will be living somewhere else and 6% are unsure. This is very similar to results observed in the 2003 study. Younger residents and those who have lived in Albuquerque for only a short period of time are most apt to say they are planning on moving in the next five years. In fact, 29% of residents under the age of 35 believe they will be living somewhere else five years from now as do 28% of residents who have lived in Albuquerque for 5 years or less. It is also interesting to note that 27% of African-American residents and 24% of Asian-Americans believe they will be living elsewhere five years from now.

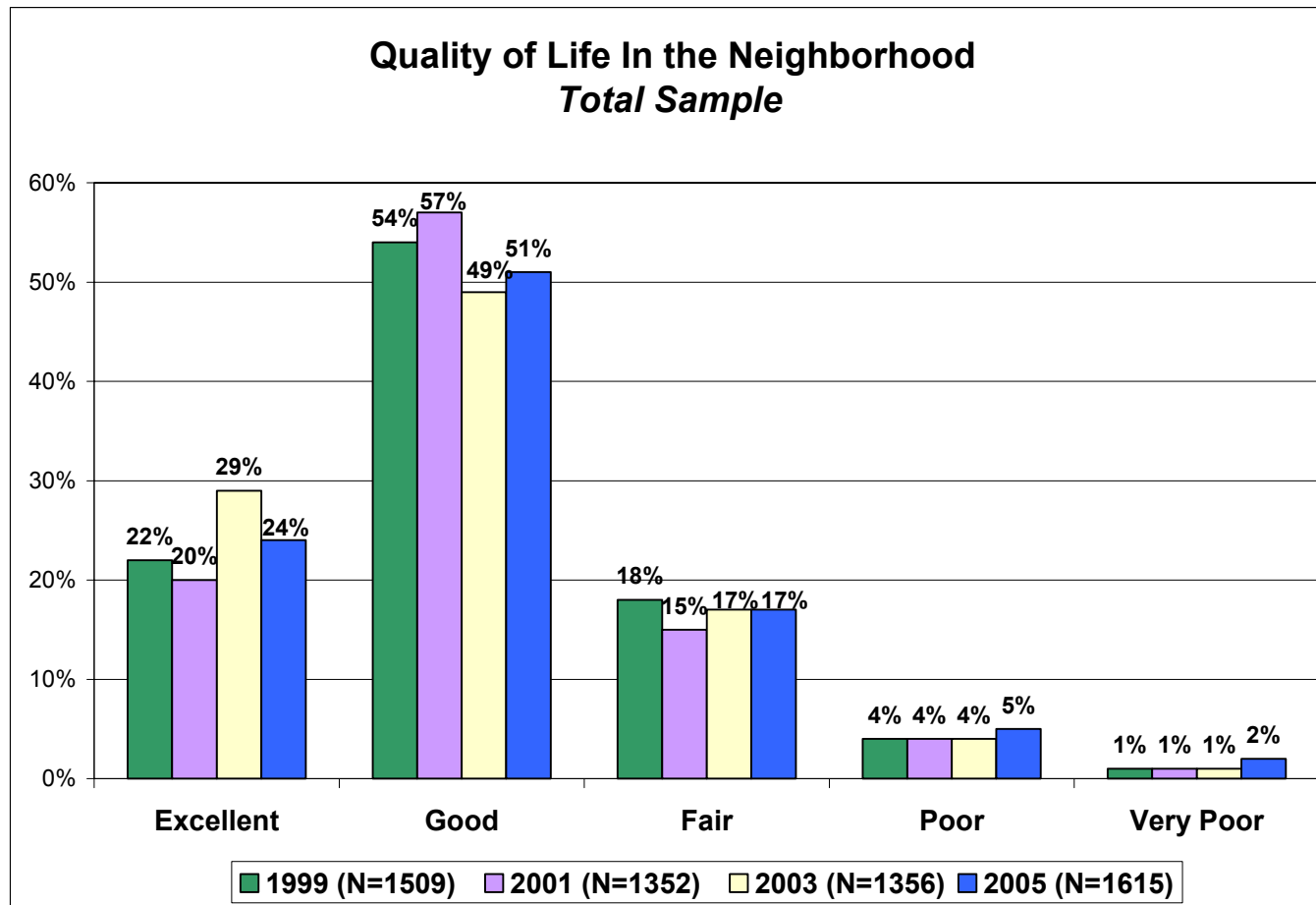
## Culture



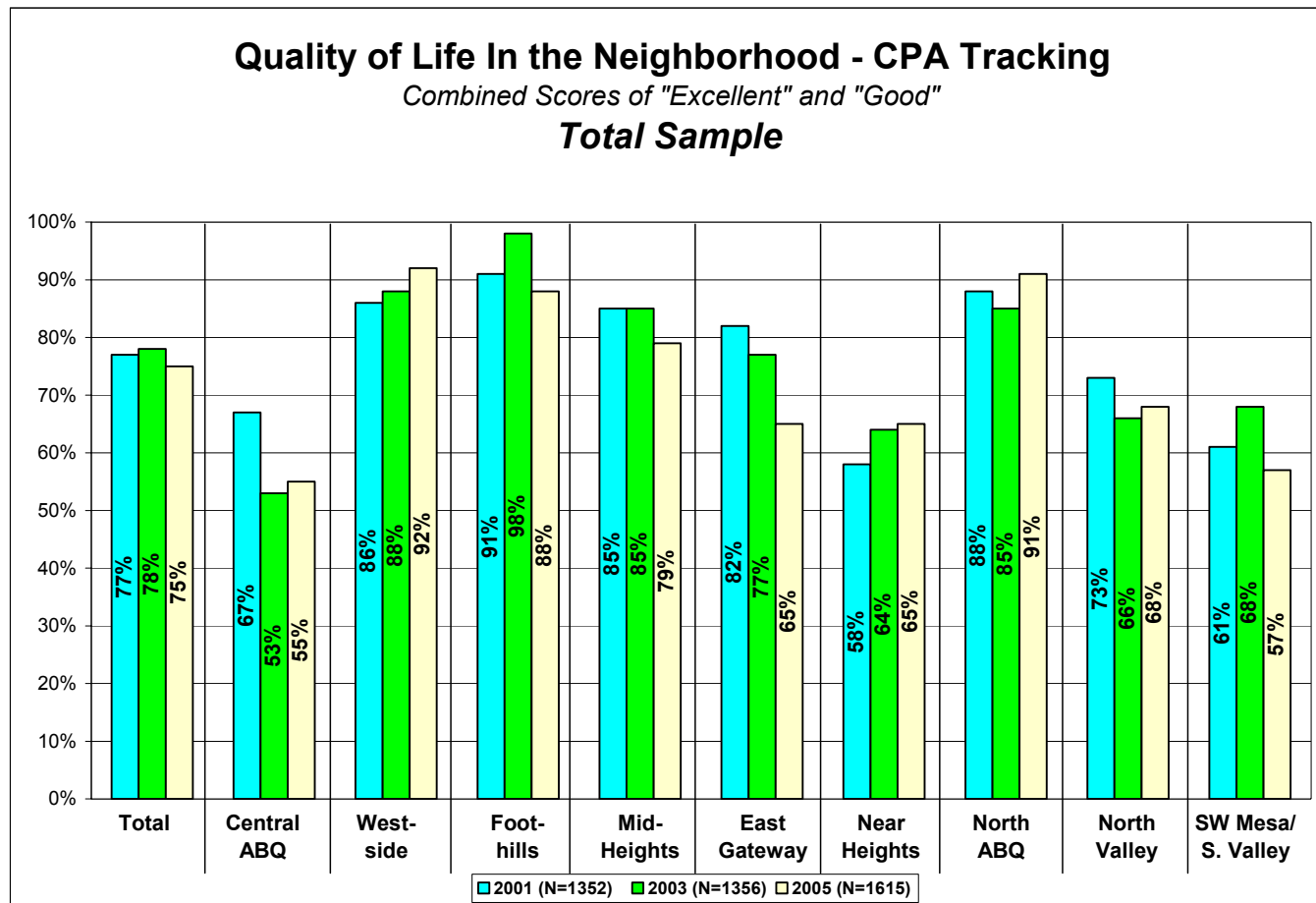
Overall, the majority of city residents believe relations between people of different cultures and backgrounds in Albuquerque are either *good* (48%) or *excellent* (13%). Twenty-nine percent believe relations are *fair* while just 8% give a *poor* rating. These results show a slight improvement compared to those observed in 2003.

It should be noted that just 34% of African-American residents feel relations are either *good* or *excellent* compared to 64% of Anglo residents, 59% of Hispanics, 50% of Native Americans and 66% of Asian residents.

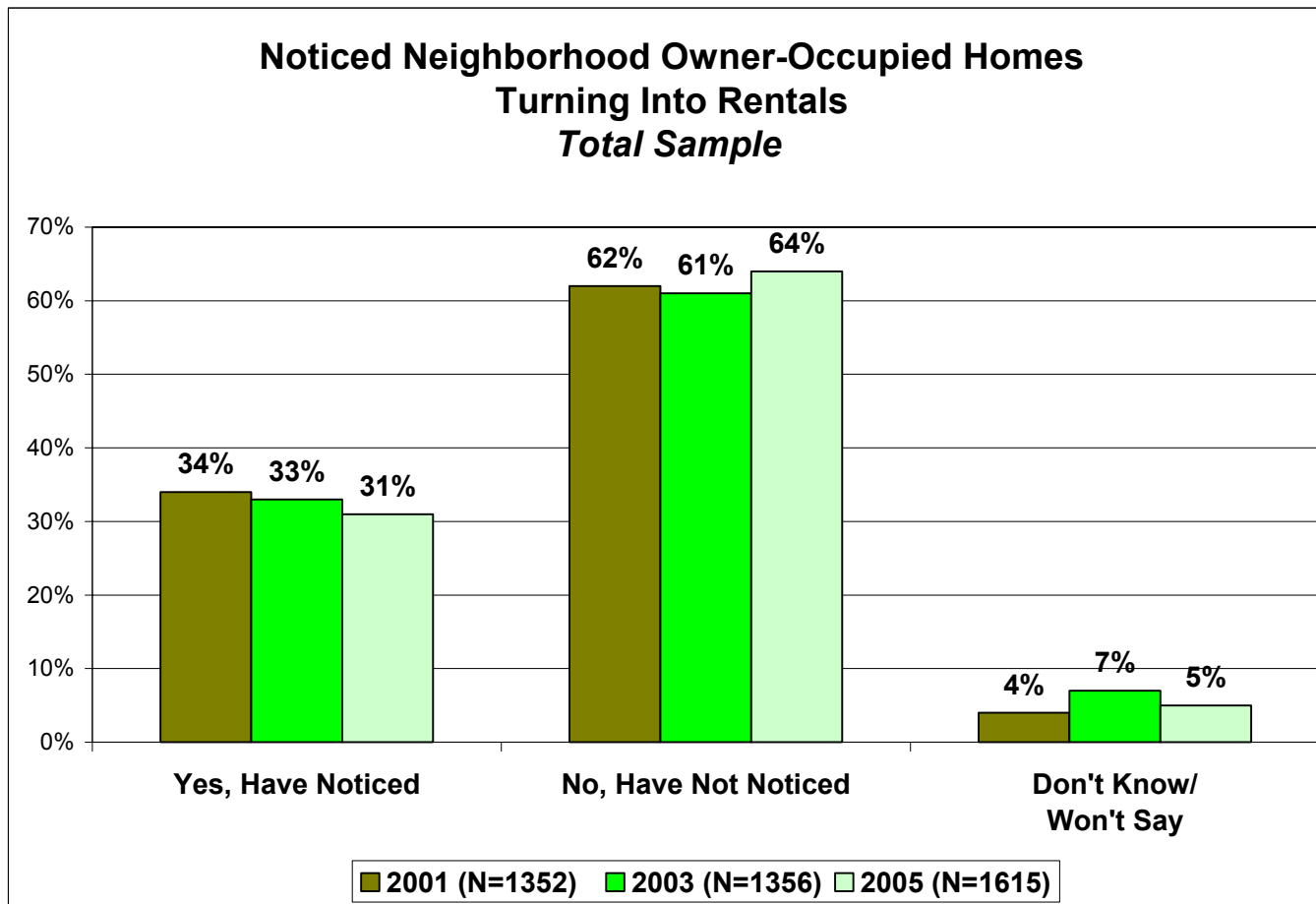
## Neighborhood Quality of Life



Residents were asked specifically about the quality of life in their own neighborhood. As shown above, three-quarters of city residents feel the quality of life in their neighborhood is either *good* (51%) or *excellent* (24%). Seventeen percent characterize the quality of life in their neighborhood as being *fair*, while 7% give either *poor* or *very poor* ratings. Overall, these results are very similar to those observed in previous studies, with a slight drop in the percentage of residents who give an *excellent* rating when compared to the 2003 study (from 29% to 24%). Again, Anglo residents are more apt to rate the quality of life in their neighborhood positively as are those with higher levels of education and household income.

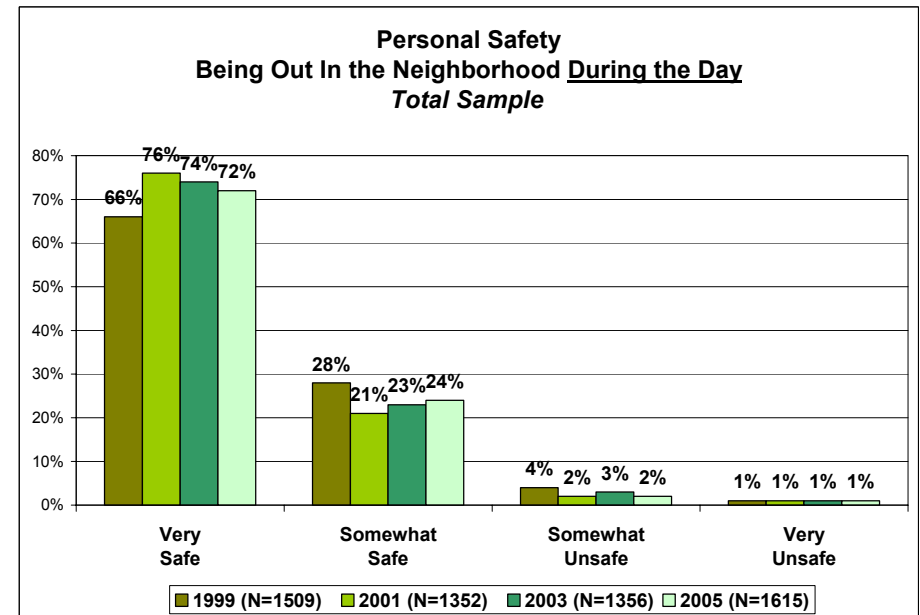
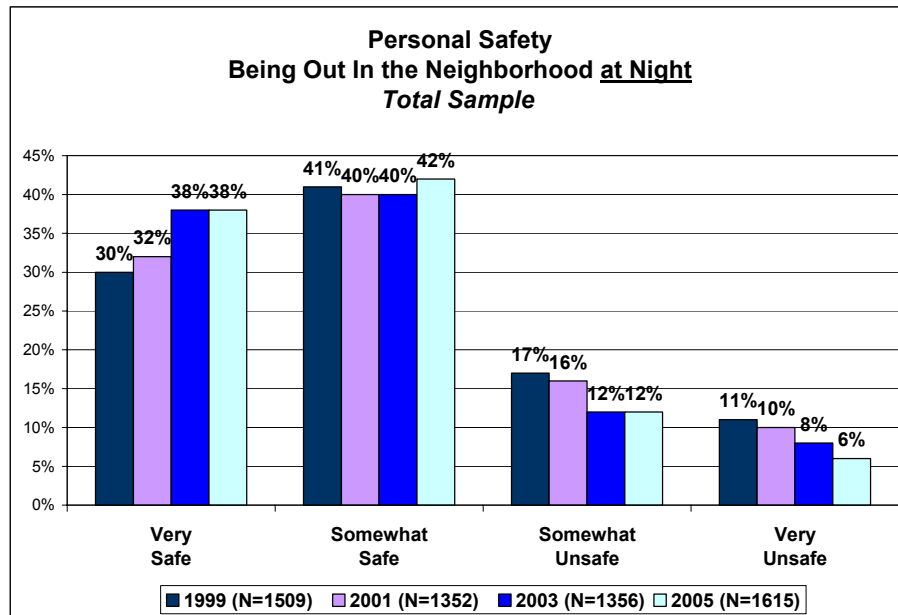


The graph above shows differences in the Community Planning Areas (CPA's) for residents who feel the quality of life in their neighborhood is either *good* or *excellent*. Residents living on the Westside (92%), North Albuquerque (91%) and Foothills (88%) are most apt to rate the quality of life in their neighborhood highly. In comparison, less than three-fifths of residents living in the Southwest Mesa (57%) and Central Albuquerque (55%) feel the quality of life in their neighborhood is either *good* or *excellent*.



As shown above, 31% of residents say they have noticed owner-occupied homes in their neighborhood turning into rentals in the past year, which is very similar to the 33% who reported this in the 2003 study.

## Personal Safety



Looking at feelings of personal safety, it is observed that four-in-five residents say they either feel *somewhat safe* (42%) or *very safe* (38%) about being alone outside in their neighborhood at night. However, 18% say they feel either *somewhat unsafe* (12%) or *very unsafe* (6%). Overall, these results are consistent with those observed in 2003, which showed an improvement over the 1999 and 2003 studies. Since 1999, there has been a slow, but steady decline in the percentage of residents who say they feel *very unsafe* at night and an increase in the percentage of residents who feel safe.

It should be noted that 30% of residents in the Central Albuquerque CPA, 26% in the Near Heights and 23% in the SW Mesa/South Valley CPA say they feel unsafe at night. Residents who live in an apartment are more than twice as likely as those who live in a house to feel unsafe at night (36% and 14%, respectively). Many seniors (28%) and women (24%) also feel unsafe when outside in their neighborhood during the evening.

Residents are more comfortable during the day as 72% say they feel *very safe* being outside in their neighborhood during the day and 24% say they feel *somewhat safe*. Very few residents (3%) do not feel safe when alone outside during the day. Overall, residents' feelings of personal safety during the day are very similar to the results observed in previous studies.



<b>Statements About the Neighborhood (Summary Table)</b>  <i>Ranked by Highest Percentage "2005 - Strongly Agree"</i>  <i>Total Sample</i>							
	<i>Strongly Agree</i> 5	4	3	2	<i>Strongly Disagree</i> 1	<i>Don't Know/ Won't Say</i>	<i>Mean†</i>
<b>Neighborhood residents often walk for exercise in my neighborhood</b> 2003 (N=1356) 2005 (N=1615)	NA 46%	NA 23%	NA 15%	NA 6%	NA 8%	NA 1%	NA 3.9
<b>People in my neighborhood look out for one another's safety</b> 2003 (N=1356) 2005 (N=1615)	42% 35%	22% 27%	20% 20%	8% 9%	7% 7%	1% 2%	3.9 3.8
<b>City residents have a good selection of diverse neighborhoods in which to live</b> 2003 (N=1356) 2005 (N=1615)	37% 32%	28% 28%	21% 26%	5% 5%	4% 4%	5% 5%	3.9 3.8
<b>Traffic speeds in my neighborhood are safe</b> 2003 (N=1356) 2005 (N=1615)	27% 30%	24% 22%	18% 21%	13% 12%	17% 15%	1% 1%	3.3 3.4

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Agree response is assigned a value of 5; the Strongly Disagree response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Residents were asked to rate (on a 5-point scale where 5 is *strongly agree* and 1 is *strongly disagree*) how strongly they agree or disagree with various statements pertaining to their neighborhood. As shown above, just over two-thirds (69%) agree (a score of 4 or 5) that residents in their neighborhood often walk for exercise. Furthermore, 62% of area residents agree that people in their neighborhood look out for one another's safety, though 16% disagree.

On another safety issue, we find that 52% of residents believe the traffic speeds in their neighborhood are safe, while 27% disagree and 21% have neutral or mixed feelings. These results are very similar to those observed in the 2003 study in which 51% agreed traffic speeds were safe in their neighborhood. Traffic speeds are of greater concern among residents living in the SW Mesa/South Valley area, where 43% of residents disagree that the traffic speeds are safe and East Gateway area where 33% disagree.

Three-fifths of city residents agree that Albuquerque offers a good selection of diverse neighborhoods in which to live, while 9% disagree. This is actually a slight decline from the 2003 study in which 65% felt there was a good selection of neighborhoods in Albuquerque. Interestingly, residents age 50 and over are almost twice as likely as those under the age of 35 to *strongly agree* that there is a good selection of diverse neighborhoods to choose from (41% and 23%, respectively).

<b>Proximity of Services and Amenities to Home (Summary Table)</b>  <i>Ranked by Highest Percentage of Statement A "Strongly Agree"</i>  <b>2005 Total Sample (N=1615)</b>							
	<i>Strongly Agree 5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>Strongly Disagree 1</i>	<i>Don't Know/ Won't Say/Does Not Apply</i>	<i>Mean†</i>
<b>A. My home is close to a park or open space</b>	53%	18%	13%	7%	8%	1%	4.0
<b>B. I wish my home was closer to a park or open space</b>	21%	9%	14%	12%	38%	5%	2.6
<b>A. My home is close to the Albuquerque bus service</b>	46%	18%	14%	7%	8%	7%	3.9
<b>B. I wish my home was closer to the Albuquerque bus service</b>	13%	8%	18%	13%	39%	9%	2.4
<b>A. My home is close to shopping</b>	39%	26%	18%	8%	9%	1%	3.8
<b>B. I wish my home was closer to shopping</b>	16%	12%	22%	15%	32%	3%	2.6
<b>A. My home is close to where I work</b> <i>Among Those Who Work Outside the Home</i>	26%	14%	19%	12%	27%	2%	3.0
<b>B. I wish my home was closer to where I work</b> <i>Among Those Who Work Outside the Home</i>	29%	11%	17%	11%	30%	2%	3.0
<b>A. I walk to many places from my home</b>	15%	11%	15%	15%	42%	3%	2.4
<b>B. I wish I could walk to more places from my home</b>	25%	18%	21%	11%	20%	5%	3.2

\* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Agree response is assigned a value of 5; the Strongly Disagree response is assigned a value of 1. The Don't Know/Won't Say/Does Not Apply responses are excluded from the calculation of the mean.

Residents were asked to rate (on a 5-point scale where 5 is *strongly agree* and 1 is *strongly disagree*) how strongly they agree or disagree with various statements regarding the proximity of their home to specific services or amenities. As shown on the preceding page, 71% of residents agree (a score of 4 or 5) their home is close to a park or open-space. Thirty percent of residents *wish* their home was closer to a park or open space.

Approximately two-thirds (65%) indicate their home is close to shopping, while 17% say it is not. In total, 28% of residents say they would like their home to be closer to shopping. Sixty-four percent of residents agree their home is close to the Albuquerque bus service, with 21% saying they would like it to be closer. Two-fifths of those who work outside the home say they live close to work, though 39% do not. Not surprisingly, 40% of residents say they would like their home to be closer to work. This is particularly strong among residents living in the South Valley/SW Mesa area and the Westside of Albuquerque.

Finally, approximately one-in-four residents (26%) agree that they walk to many places from their home; however, the majority (57%) disagree. The plurality of residents (43%) say they would like to be able to walk to more places from their home. Residents living in the South Valley/SW Mesa, Near Heights, North Valley and Central Albuquerque are most apt to say they wish they could walk to more places from their home.

Many residents who disagree that they live close to the various amenities listed say they would like to live closer. For instance, 56% of those who say they do not live close to shopping would like to live closer to shopping areas. Furthermore, 61% of those who do not live near a park or open space say they would like to live closer to these types of areas. Interestingly, residents who walk to many places from their home are slightly more likely to say they would like to walk more places (46%) compared to those who *don't* currently walk to many places from their home (43%).

### **Primary Reasons For Not Walking the Neighborhood More Often**

*(Top 7 Unaided Responses)*

	<i>2005 Total Sample (N=1615)</i>
No time/too busy	15%
Laziness	13%
Health reasons	12%
Crime/safety	10%
Don't like to walk	6%
Speed of traffic	5%
Nothing	25%

When asked in an unaided, open-ended manner what stops them from walking more in their neighborhood, 15% of residents say they have no time, while 13% say they are lazy, 12% are prohibited by health reasons, and 10% say they are fearful of their safety. One-in-four residents say there is nothing that stops them from walking more often in their neighborhood.

## Public Transportation

### Suggested Encouragements to Take Public Transportation

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*(Top 8 Unaided Responses)*

	<i>2005 Total Sample (N=1615)</i>
More routes	12%
Convenient location to home	12%
More express/direct routes	8%
Loss of vehicle/license/ability to drive	7%
Increased gas prices	5%
More busses	5%
Nothing	40%
Don't know/won't say	7%

When asked in an unaided, open-ended manner what, if anything, might encourage them to take public transportation, 12% of residents suggest having more routes, another 12% would like more convenient bus stop locations to their home and 8% would like more express routes. Nearly half of city residents either say there is nothing that would encourage them to take public transportation (40%) or could not think of anything that might encourage them (7%).

<b>Importance of City Amenities (Summary Table)</b>  <i>Ranked by Highest Percentage "Very Important"</i>  <b>2005 Total Sample (N=1615)</b>							
	Very Important 5	4	3	2	Not At All Important 1	Don't Know/ Won't Say	Mean†
<b>Having clean, well maintained neighborhoods</b>	73%	18%	6%	2%	2%	*	4.6
<b>Availability of public recreational facilities such as parks and athletic fields</b>	55%	24%	13%	4%	4%	*	4.2
<b>Availability of cultural facilities such as museums, zoos and theaters</b>	51%	23%	16%	5%	5%	*	4.1

\* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very Important response is assigned a value of 5; the Not At All Important response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Residents were asked to rate the importance of various city amenities using a 5-point scale where 5 is *very important* and 1 is *not at all important*. Overall, the vast majority of residents (91%) say it is important to have clean, well maintained neighborhoods (73% say this is *very important*). Nearly four-in-five residents (79%) also feel it is important to have public recreational facilities such as parks and athletic fields, while 74% say it is important to have cultural facilities such as museums, zoos and theaters.

Having public recreational facilities is most important to residents with children under the age of 18 in the household, with 64% saying it is *very important*. Having cultural facilities tends to be more important to residents with higher levels of education and women.

<b>Evaluation of City Amenities (Summary Table)</b>  <i>Ranked by Highest Percentage "Strongly Agree"</i>  <b>2005 Total Sample (N=1615)</b>							
	<i>Strongly Agree 5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>Strongly Disagree 1</i>	<i>Don't Know/ Won't Say</i>	<i>Mean†</i>
<b>My neighborhood is clean and well maintained</b>	36%	31%	20%	7%	5%	*	3.9
<b>Albuquerque has enough cultural facilities such as museums, zoos and theaters</b>	23%	23%	28%	16%	9%	2%	3.4
<b>Albuquerque has enough public recreational facilities such as parks and athletic fields</b>	18%	22%	30%	15%	13%	3%	3.2

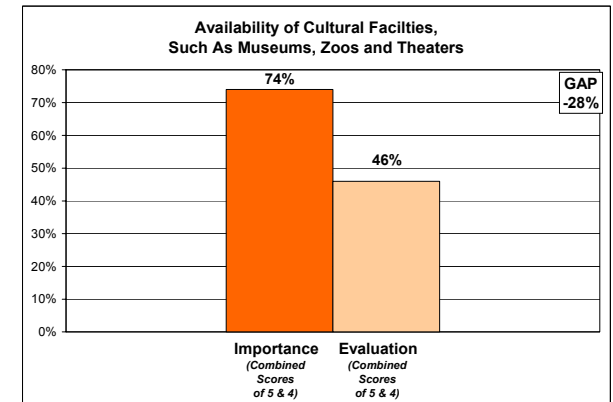
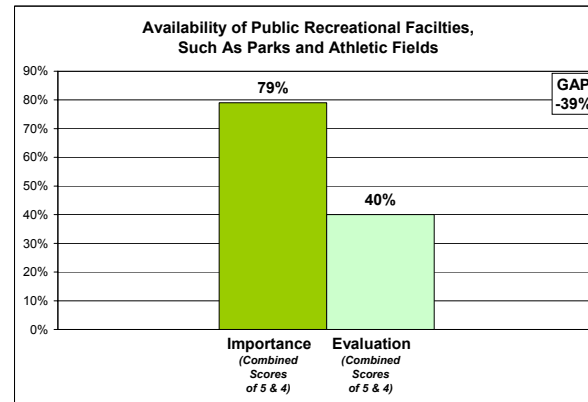
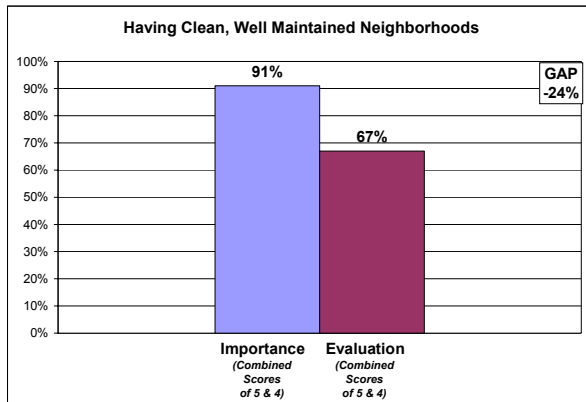
\* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Agree response is assigned a value of 5; the Strongly Disagree response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

In addition to asking residents to rate the importance of having various city amenities, we asked how well the city is doing in each area. Two-thirds of residents agree (a score of 4 or 5) that their neighborhood is clean and well maintained, with 12% who disagree. Residents living in North Albuquerque (91%) and the Foothills (87%) are most apt to agree their neighborhood is clean and well maintained, while those living in Central Albuquerque (40%) and the SW Mesa/South Valley (44%) are least apt to agree. Furthermore, residents who live in a house are far more inclined than those who live in an apartment to feel their neighborhood is clean and well maintained.

Less than half (46%) of residents agree that Albuquerque has enough cultural facilities such as museums, zoos and theaters, while 25% disagree there are enough of these facilities. Finally, just two-fifths of city residents believe there are enough public recreational facilities such as parks and fields, with 28% who disagree and 30% who have mixed feelings or a neutral opinion. Seniors are more apt than younger residents to believe there are enough recreational and cultural facilities in Albuquerque. In fact, 64% of seniors believe there are enough cultural facilities compared to just 35% of residents under the age of 35.

## Gap Analysis: Importance Compared to Evaluation of City Amenities



The graphs above show the disparity between what amenities residents find important and to what degree these are being achieved in Albuquerque. For instance, 91% of residents believe it is important (combined scores of 4 and 5 on a 5-point scale) to have clean and well maintained neighborhoods, compared to 67% who agree their neighborhood *is* clean and well maintained.

There is a much larger gap in perceived importance and reality when it comes to the city's recreational and cultural facilities. While 79% believe the availability of recreational facilities such as parks and athletic fields is important, just 40% agree there are enough of these facilities in Albuquerque. Similarly, just 46% of residents believe there are enough cultural facilities such as zoos and theaters, though 74% believe these facilities are important.

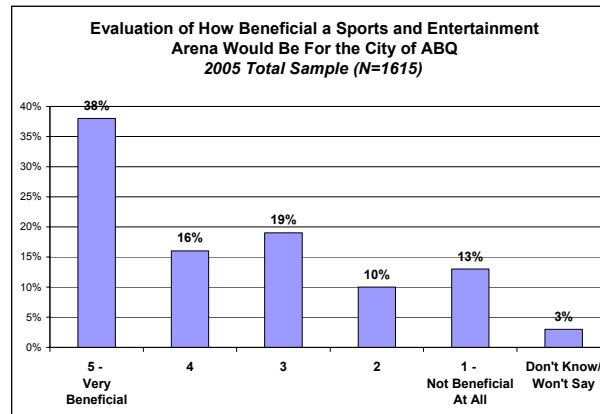


## Sports and Entertainment Arena

### Awareness of Proposal to Build a New Multi-Purpose Sports and Entertainment Arena

(Top 6 Unaided Responses)

	Total Sample (N=1615)
Will be built downtown	28%
Deal fell through	15%
City land	5%
Private financing	4%
No, have not heard/read anything recently	26%
Nothing in particular	17%



### Reason For Evaluation of How Beneficial a Sports and Entertainment Arena Would Be

Among Those Who Have an Opinion About a New Sports and Entertainment Arena

(Top 8 Unaided Responses)

	Total Responses (N=1568)
Good for economic development	18%
More conventions/events	17%
Not enough demand for facility	17%
City needs more event space	15%
Will bring more tourism	11%
City has other urgent needs	8%
Will attract more businesses	7%
Taxpayers will have to pay for it	6%

Approximately three-quarters (74%) of city residents say they have heard or read something about a proposal to build a new multi-purpose sports and entertainment arena in Albuquerque. Specifically, 28% say they heard or read about the arena being built downtown, while 15% say the deal fell through and 5% mention city land. Seventeen percent of residents recall hearing something about the arena but could not remember any details.

Residents were asked to rate how beneficial it would be to have a sports and entertainment arena built in Albuquerque using a 5-point scale where 5 is *very beneficial* and 1 is *not beneficial at all*. As shown above, the majority of residents (54%) believe it would benefit the city of Albuquerque to build an arena, with 38% who say it would be *very beneficial*. Fewer than one-in-four residents (23%) do not believe an arena would benefit the City (as indicated by a score of 1 or 2), while 19% have neutral or mixed feelings. Younger residents, those with children under the age of 18 and non-Anglo residents are most apt to feel the arena would be beneficial.

When asked in an unaided, open-ended fashion, manner why they believe an arena would be beneficial or not, 18% of residents say it would be good for economic development, while 17% say there would be more conventions held in town, 15% say the city needs more event space and 11% believe it would increase tourism. Those who do not believe the arena would be beneficial are most apt to say there is not enough demand for an arena (17%) and that the City has other urgent needs to take care of (8%).

## Growth-Related Issues

### Preferred Type of Growth In Albuquerque's Residential Areas

	<i>(Aided Responses)</i>		
	<i>2001 Total Sample (N=1352)</i>	<i>2003 Total Sample (N=1356)</i>	<i>2005 Total Sample (N=1615)</i>
Grow through developing vacant land in built-up parts of the city	44%	50%	<b>41%</b>
Grow on vacant land that is now on the outer boundaries of the city	30%	25%	<b>27%</b>
Both types of growth <i>(volunteered)</i>	10%	10%	<b>12%</b>
Neither <i>(volunteered)</i>	6%	4%	<b>5%</b>
No growth at all <i>(volunteered)</i>	2%	3%	<b>5%</b>
Don't know/won't say <i>(volunteered)</i>	8%	8%	<b>9%</b>

When given two options as to the kind of growth they would like to see, 41% of residents say they would prefer that residential areas in Albuquerque grow through developing vacant land in the built-up parts of the city, which is down from 50% observed in 2003. Twenty-seven percent of area residents believe growth should take place on vacant land that is now on outer boundaries of the city, while 12% would like to see both types of growth. Ten percent of residents would not like to see either type of growth, while 9% have not formed an opinion on the matter.

### Favorite Qualities of Downtown, Nob Hill, and Old Town

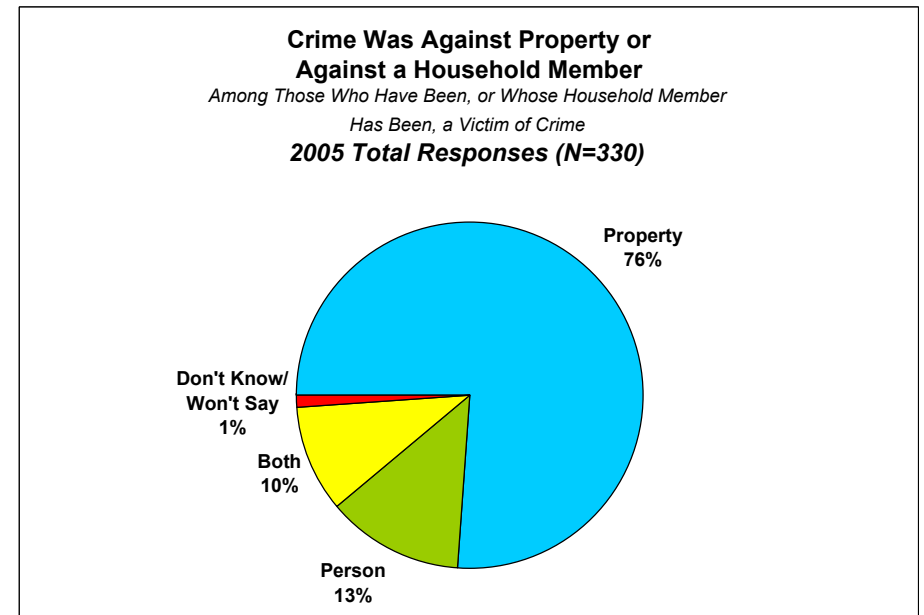
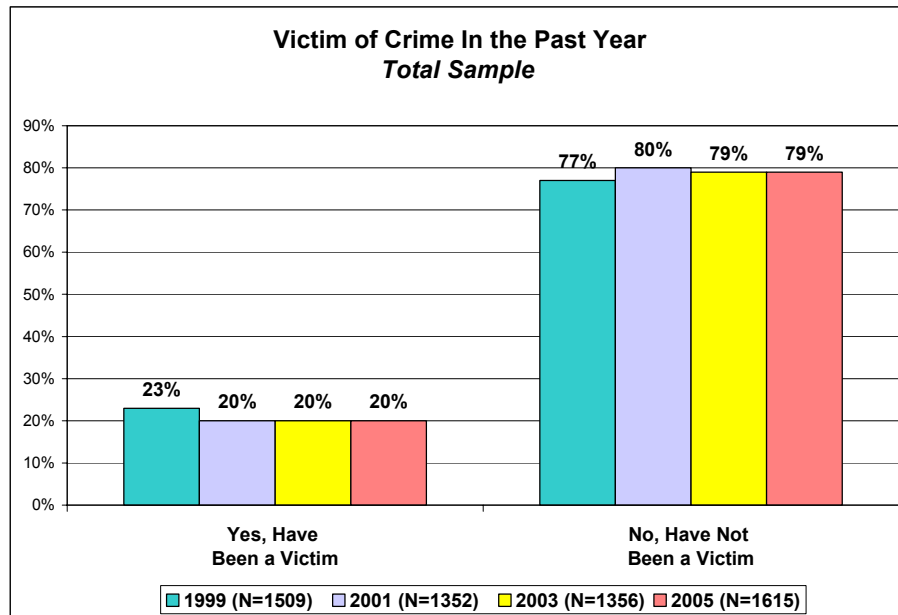
Best-Liked Features or Qualities About the Downtown Area of Albuquerque		Best-Liked Features or Qualities About the Nob Hill Area of Albuquerque		Best-Liked Features or Qualities About the Old Town Area of Albuquerque	
(Top 7 Unaided Responses)		(Top 8 Unaided Responses)		(Top 10 Unaided Responses)	
	Total Sample (N=1615)		Total Sample (N=1615)		Total Sample (N=1615)
Restaurants	15%	Shops/shopping	26%	Shopping	27%
Shops	8%	Restaurants	20%	History	26%
Entertainment	7%	Interesting	9%	Restaurants	15%
Scenery	7%	Pedestrian friendly	6%	Museums	12%
Theaters	7%	Special events	3%	Architecture	11%
Nothing in particular	24%	Art galleries	3%	Pedestrian friendly	8%
Don't know/won't say	15%	Nothing in particular	24%	Church	7%
		Don't know/won't say	24%	Close to zoo/Biopark	4%
				Nothing in particular	15%
				Don't know/won't say	12%

In separate questions, residents were asked in an unaided, open-ended manner what qualities or features they like best about the Downtown, Nob Hill and Old Town areas of Albuquerque. In the Downtown area, residents are most apt to mention the restaurants (15%), shops (8%), entertainment (7%), scenery (7%) and theaters (7%). However, many residents either say there is nothing in particular that they like about the Downtown area (24%) or could not think of anything in particular that they like (15%).

In the Nob Hill area, residents are most apt to say they like the shops (26%) and restaurants (20%). Nine percent also say Nob Hill is generally interesting and 6% say it is pedestrian friendly. Approximately half of city residents either say there is nothing in particular that they like about the Nob Hill area (24%) or could not think of anything (24%).

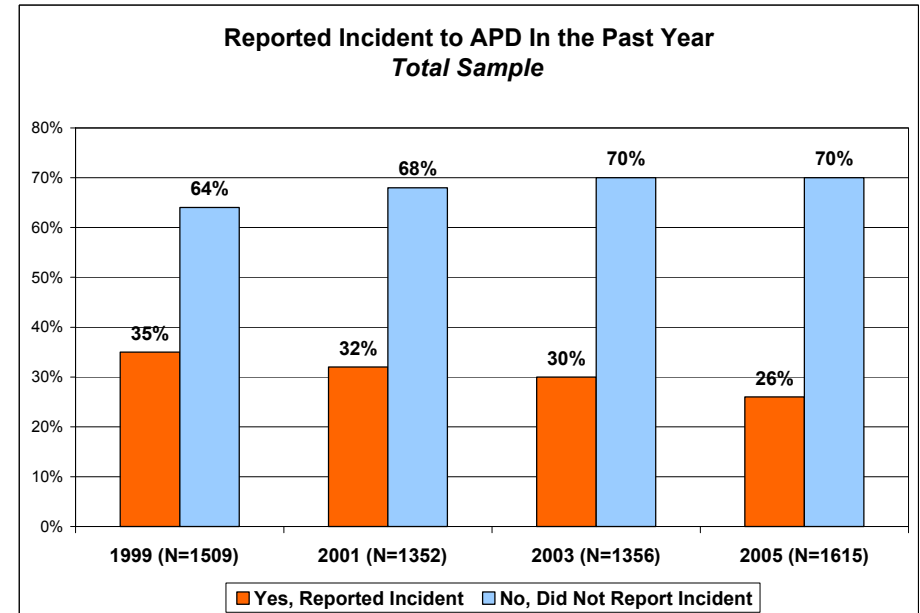
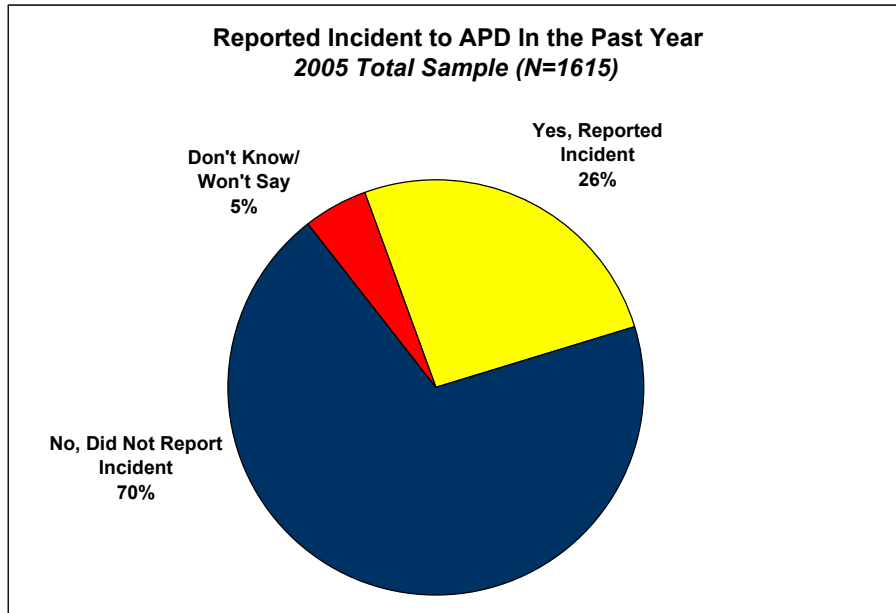
In Old Town, residents mention shopping (27%) and the history (26%) as what they like best about the area. Restaurants are mentioned by 15% of residents, while 12% mention the museums, 11% say they like the architecture and 8% say it is pedestrian friendly.

## Public Safety



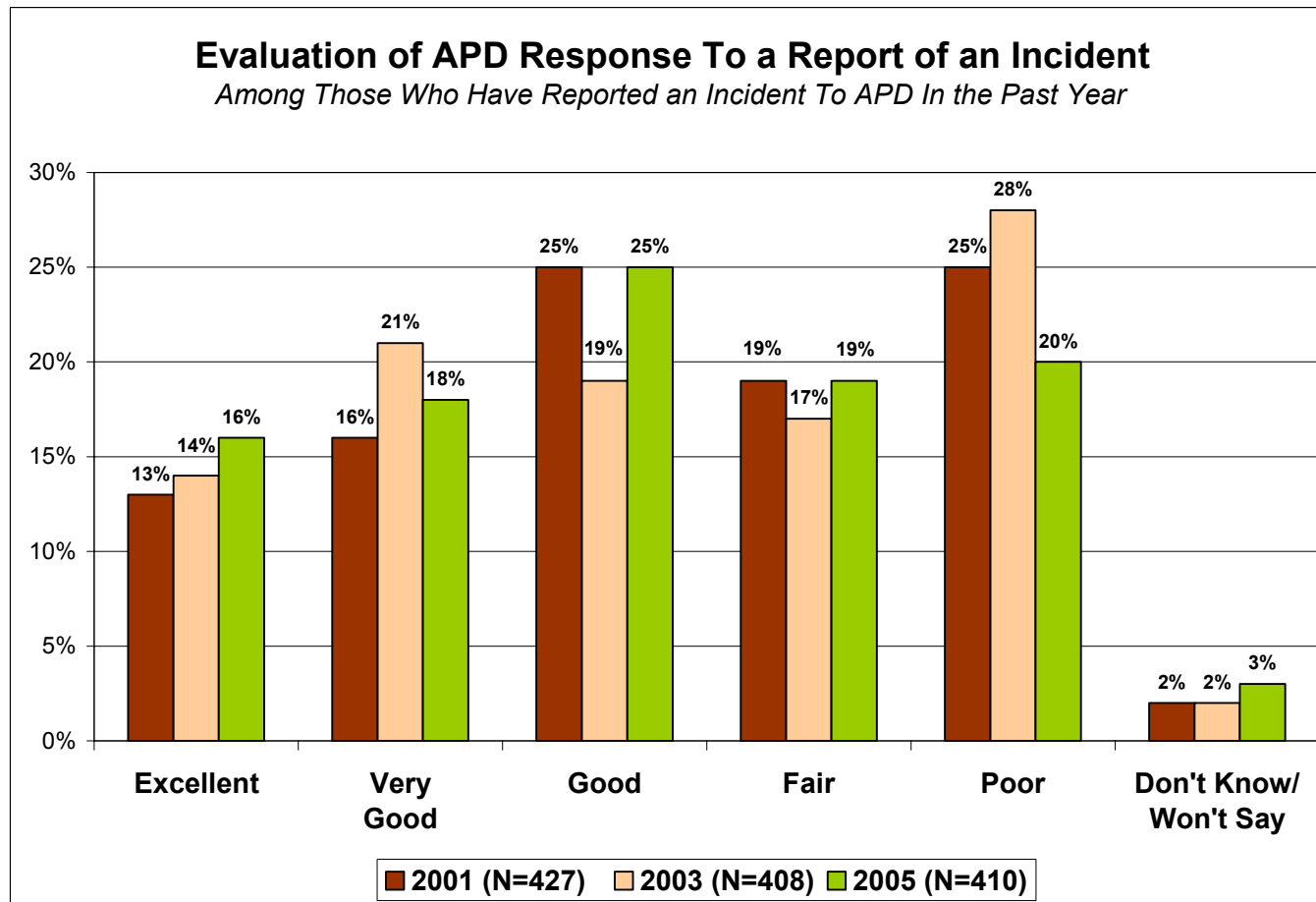
As shown above, one-in-five residents say they or a household member has been the victim of a crime in the past year which is consistent with previous studies. Those who are more apt to have been the victim of a crime include adults under the age of 25 (32%), those with a household income less than \$20,000 (30%), renters (30%), those who live in an apartment (30%) and residents in the Near Heights (31%).

Approximately three-quarters (76%) of these residents say the crime involved property only, while 13% were victims of a personal crime and 10% were the victims of both a property crime and a crime against their person.



In total, 26% of city residents say they have reported an incident to APD in the past year, be it a crime against them or a household member (15%), a different incident (9%), or both (2%). The percentage of residents who reported a crime in the past 12 months has declined since 1999.

## Albuquerque Police Department



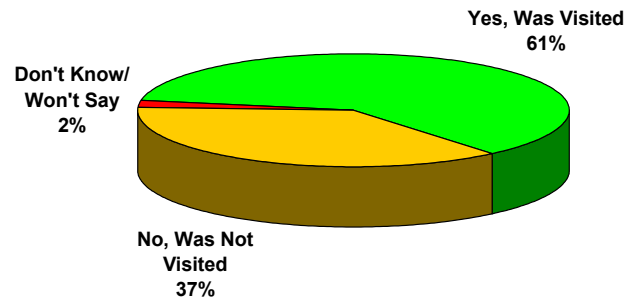
Approximately three-fifths (59%) of the residents who have reported an incident to APD in the past year feel the response they received was either *good* (25%), *very good* (18%) or *excellent* (16%). However, one-in-five (20%) feel APD's response was *poor* and 19% give a *fair* rating.

Overall, residents who have reported an incident to APD are less inclined to give a *poor* rating for how they responded when compared to previous studies, dropping from 28% in 2003 to 20% currently. The percentage of respondents giving a *good* rating or higher has increased from 54% in 2003 to 59% in 2005.

### Personal Visit By an Officer

*Among Those Who Reported an Incident to APD In the Past Year*

**2005 Total Responses (N=410)**

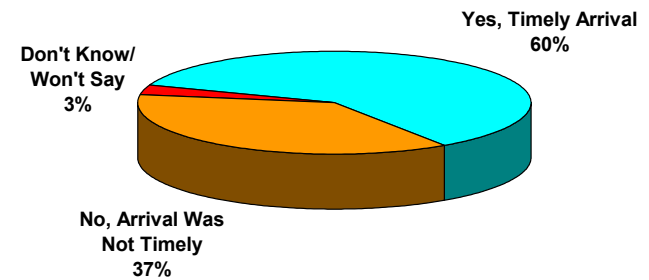


### Police Officer Arrived In a Timely Fashion

*Among Those Who Reported an Incident to APD In the Past Year and*

*Who Were Visited By an Officer*

**2005 Total Responses (N=252)**



Sixty-one percent of residents who reported an incident to APS in the past year say an officer personally visited them or a household member. Three-fifths of those who were visited by an APD officer say the officer arrived in a timely fashion, though 37% say they did not arrive in a timely manner.

<b>Evaluation of Albuquerque Police Department (Summary Table)</b>  <i>Ranked by Highest Percentage "Strongly Agree"</i>  <b>2005 Total Sample (N=1615)</b>							
	<i>Strongly Agree 5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>Strongly Disagree 1</i>	<i>Don't Know/ Won't Say</i>	<i>Mean†</i>
<b>APD officers are polite when dealing with people in my neighborhood</b>	34%	23%	15%	6%	6%	16%	3.9
<b>APD officers are concerned about people's problems in my neighborhood</b>	24%	23%	20%	8%	9%	15%	3.5
<b>APD officers are helpful when dealing with people in my neighborhood</b>	30%	24%	19%	6%	6%	15%	3.8
<b>APD officers are fair when dealing with people in my neighborhood</b>	30%	23%	18%	5%	7%	17%	3.8
<b>I frequently observe APD officers disobeying traffic laws even when they are not responding to an emergency</b>	23%	16%	17%	13%	24%	7%	3.0

† The mean score is derived by taking the average score based on the 5-point scale. The Strongly Agree response is assigned a value of 5; the Strongly Disagree response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Residents were read various statements pertaining to their experiences and perceptions of APD officers and for each asked to rate how strongly they agree or disagree using 5-point scale where 5 is *strongly agree* and 1 is *strongly disagree*. Overall, the majority of residents agree (57%) that APD officers are polite when dealing with people in their neighborhood (34% *strongly agree*). The majority also agree that APD officers are helpful (54%) and fair (53%) when dealing with people in their neighborhood.



Just under half (47%) of city residents believe APD officers are concerned about people's problems in their neighborhood, while 17% disagree that officers are concerned. Finally, 39% of residents agree that they frequently observe APD officers disobeying traffic laws when they are not responding to an emergency, though an almost equal percentage disagree (37%) that they frequently see officers doing this.

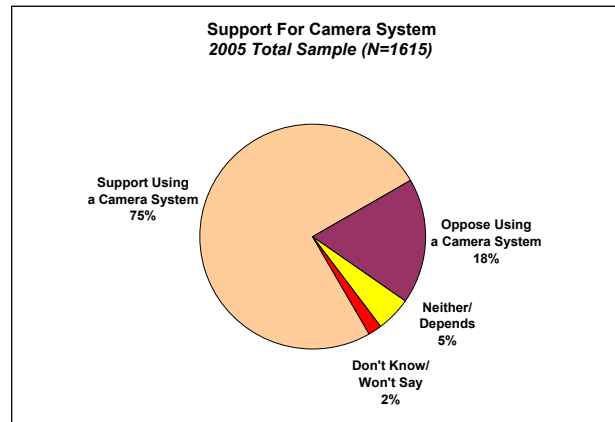
Overall, Anglo and Asian residents tend to be somewhat more complimentary of APD than are Hispanic, Native American and African-American residents. Furthermore, as age increases, so too does the likelihood of rating APD highly on each attribute. It should also be noted that residents in the North Valley and Central CPA's give consistently lower scores than do residents living in other areas of Albuquerque.

## Intersection Cameras

### Awareness of Cameras Installed at Certain ABQ Traffic Intersections

(Top 7 Unaided Responses)

	Total Sample (N=1615)
Take pictures of vehicles running red lights	47%
Installing more cameras	25%
Take pictures of speeders	17%
Controversial	7%
Take pictures of license plates	7%
No, have not heard/read anything	10%
Nothing in particular	5%



### Reason For Opinion About Using a Camera System

Among Those Who Have an Opinion About the Computerized Camera System

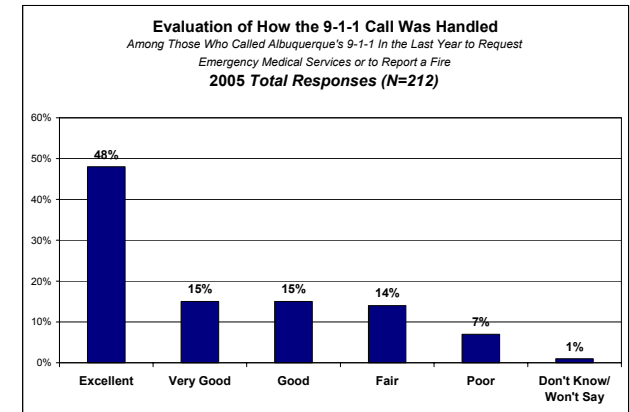
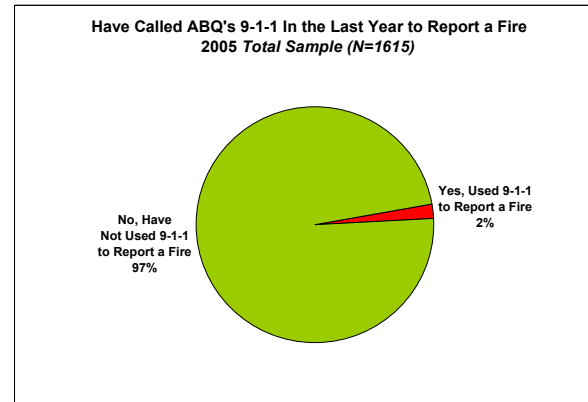
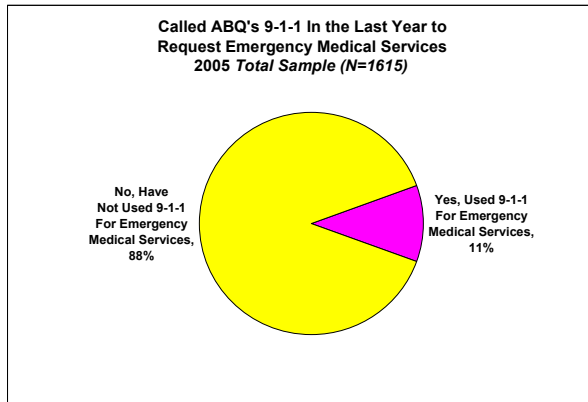
(Top 7 Unaided Responses)

	Total Responses (N=1581)
Safety	38%
Need to catch violators	37%
Will help reduce accidents	28%
Not reliable	9%
Can't tell who is driving	9%
Invasion of privacy	7%
Will allow officers to do other things	7%

Over four-fifths (85%) of city residents say they have heard or read something about cameras being installed at certain intersections in the city. When asked in an unaided manner what they have heard, 47% of residents say the cameras are taking pictures of cars running red lights, while 25% say more cameras are being installed and 17% say they heard or read that the cameras are taking pictures of speeders.

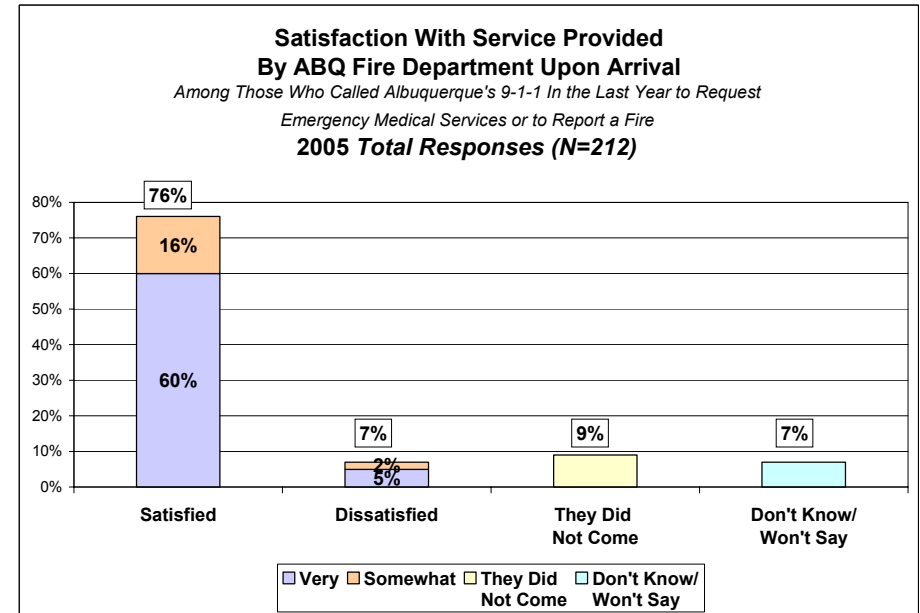
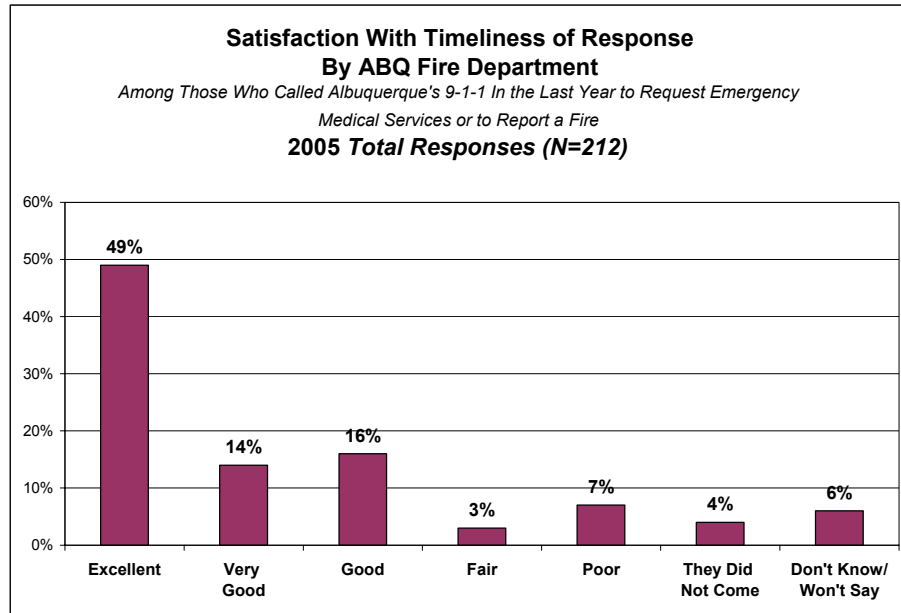
Overall, there is widespread support for using cameras to catch and ticket people running red lights. In fact, when given a brief explanation of how the system works 75% of city residents say they support the program. Less than one-in-five residents say they are opposed to using cameras to identify and ticket owners of vehicles that are caught running a red light through the camera system.

The primary reasons that residents give for supporting the camera system are safety (38%) and the need to catch those who are running red lights (37%). Twenty-eight percent of residents also say the camera system will help to reduce accidents. Residents who are opposed to the camera system are most apt to say the camera system is unreliable (9%), that you can't tell who is driving the violating vehicle (9%), and that it is an invasion of privacy (7%).



As shown above, 11% of residents have called Albuquerque 911 to request emergency medical services and 2% have called 911 to report a fire.

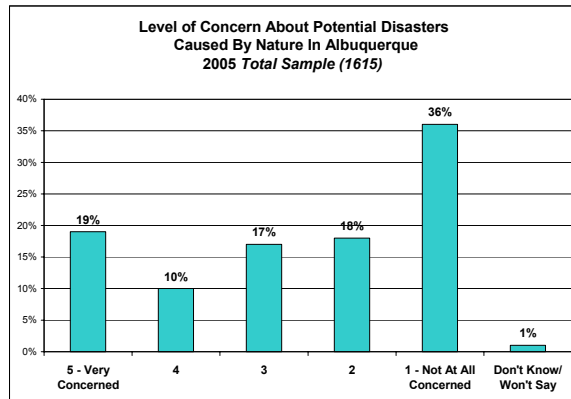
Over three-quarters (78%) of residents who have called 911 for emergency medical or fire services say their call was handled in either a *good* (15%), *very good* (15%) or *excellent* (48%) manner. Approximately one-in-five respondents feel their call was handled in a *fair* manner (14%) or *poorly* (7%).



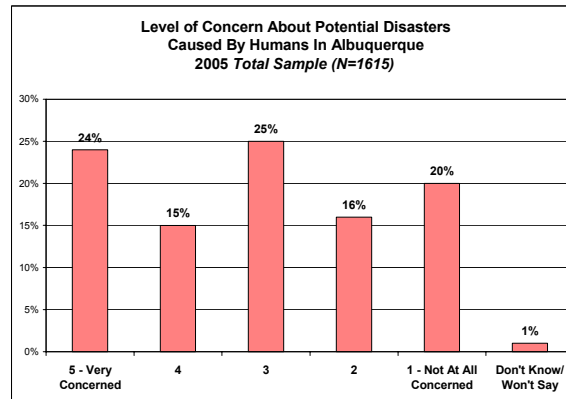
Nearly four-in-five residents (79%) who called for fire or emergency medical services say the timeliness of the response was either *good* (16%), *very good* (14%) or *excellent* (49%). Just one-in-ten respondents give a *fair* (3%) or *poor* (7%) rating. Furthermore, 76% of those who called for an emergency say they are either *somewhat satisfied* (16%) or *very satisfied* (60%) with the service they received, while 7% just express dissatisfaction.

When asked in an unaided, open-ended manner if anything concerned them about medical or fire response, 7% of respondents say it took too long to get there, while 4% say there was no sense of urgency. The vast majority (82%) of residents who called do not have any concerns regarding the fire or medical service they received.

## Potential Disasters In Albuquerque



Mean† 2.6



Mean† 3.1

## Family Has Taken Actions or Precautions to Prepare For Natural or Human-Caused Disasters In ABQ

(Top 6 Unaided Responses)

	2005 Total Sample (N=1615)
Store emergency supplies	15%
Store bottled water	11%
Assembled first aid kit	8%
Have plan to evacuate	4%
Have not taken any action	71%
Don't know/won't say	4%

† The mean score is derived by taking the average score based on the 5-point scale. The Very Concerned response is assigned a value of 5; the Not At All Concerned response is assigned a value of 1. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

Residents were asked to rate how concerned they are about potential natural disasters (fire, flood, etc.) and potential human-caused disasters (terrorism, communicable diseases, etc.) in Albuquerque using a 5-point scale where 5 is *very concerned* and 1 is *not at all concerned*. As shown above, 29% of Albuquerque residents are concerned about potential natural disasters in the area as indicated by a score of 4 or 5 on a 5-point scale. The majority of residents (54%) show low or no concern (a score of 1 or 2) about potential natural disasters, while 17% have only a moderate level of concern (a score of 3). Residents of the North Valley (41%) and SW Mesa/South Valley (39%) are more apt than residents living in other areas of the city to express concern about potential natural disasters.

Residents express somewhat higher levels of concern about the potential for human-caused disasters in Albuquerque, with 39% who indicate they are worried, though 36% do not appear to be worried about such disasters. One-in-four residents express a moderate level of concerned about the potential for human-caused disasters such as terrorism, bioterrorism or environmental spills in Albuquerque. Residents with lower levels of education and household income are more apt to express concern about the potential for human-caused disasters. In fact, 55% of residents with a high school education or less are concerned about the potential for a human-caused disaster in Albuquerque compared to 25% of those with at least a four year college degree.

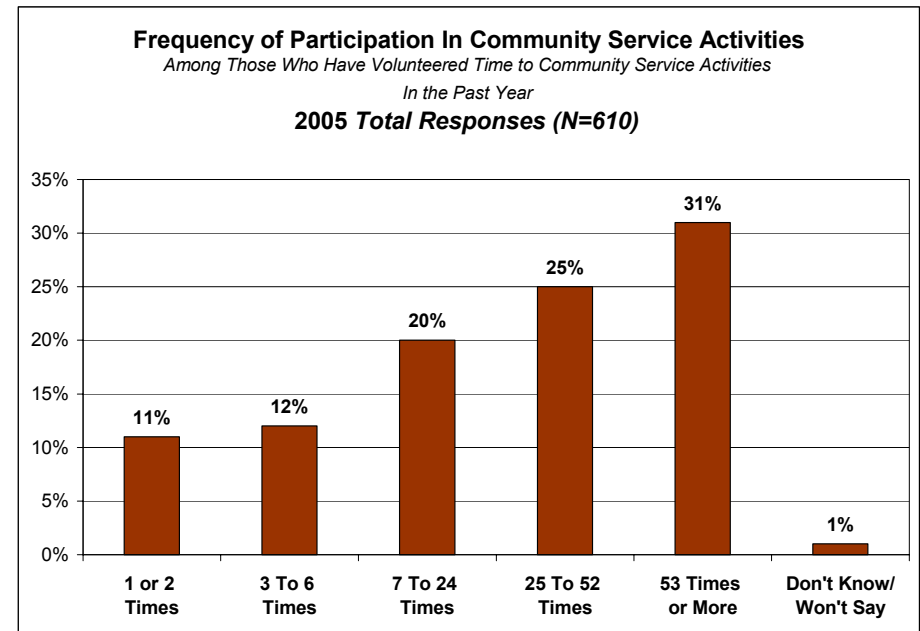
In total, one-in-four city residents say they have taken actions or precautions to prepare for natural or human-caused disasters, with 15% saying they have stored emergency supplies, 11% have stored bottled water and 8% saying they have assembled a first aid kit. The large majority of residents say they have not done anything to prepare.

## Community Involvement

### Volunteered With Community Service Activities In the Past Year

(Top 7 Unaided Responses)

	2003 Total Sample (N=1356)	2005 Total Sample (N=1615)
Church/synagogue/place of worship	9%	9%
Education	6%	6%
Youth	9%	5%
Seniors	3%	3%
Neighborhood associations	4%	3%
No, have not volunteered time in the past year	59%	58%
Don't know/won't say	2%	4%



Mean†	71 times
Median	53 times

Nearly two-fifths (38%) of Albuquerque residents say they have volunteered time to a community service in the past year. These results are nearly identical to those observed in 2003 when 39% of residents reported that they volunteer in the community. The most common form of volunteerism is through church (9%), education (6%) and youth (5%) programs. Those who volunteer in the community tend to have higher levels of education and household income. In fact, those with at least a four year college degree are almost twice as likely as those with a high school education or less to say they volunteer in the community.

Thirty-one-percent of those who volunteer their time say they do so 53 or more times a year, while 25% volunteer between 25 to 52 times. Twenty-three percent of those who volunteer do so six times or less a month. On average, those who volunteer do so 71 times a year. The median however is 53, meaning that half of area volunteers contribute their time at least 53 times a year, while the other half volunteer 53 times or less.

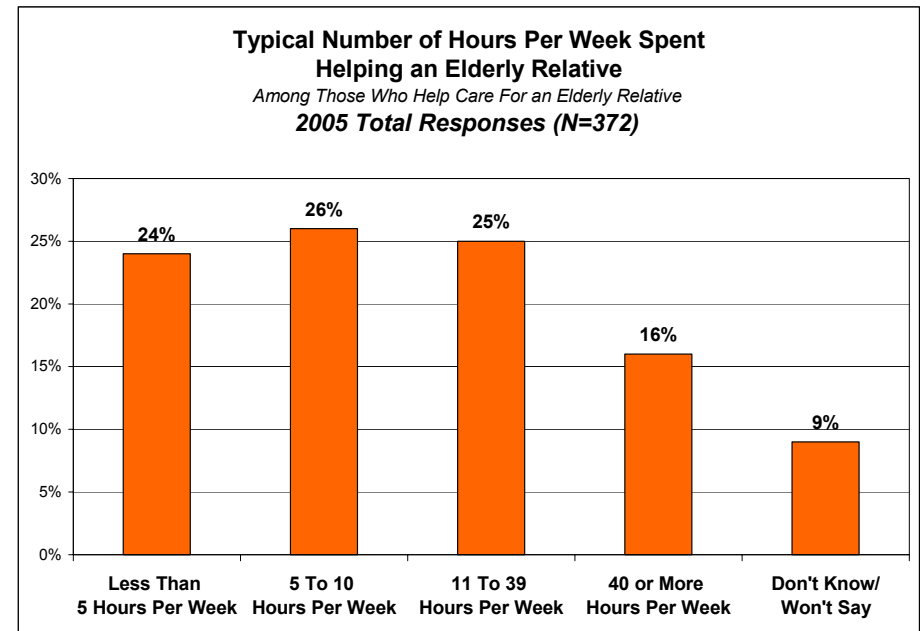
## Family Involvement

### Location Where Care Occurs For an Elderly Relative

(Unaided Responses)

	2003 Total Sample (N=1356)	2005 Total Sample (N=1615)
Nursing home for the elderly	2%	2%
In your home	5%	7%
Their own home	9%	12%
Another's home or apartment	1%	1%
Other	-	*
No/don't know/won't say	83%	77%

\* Less than 1% reported.

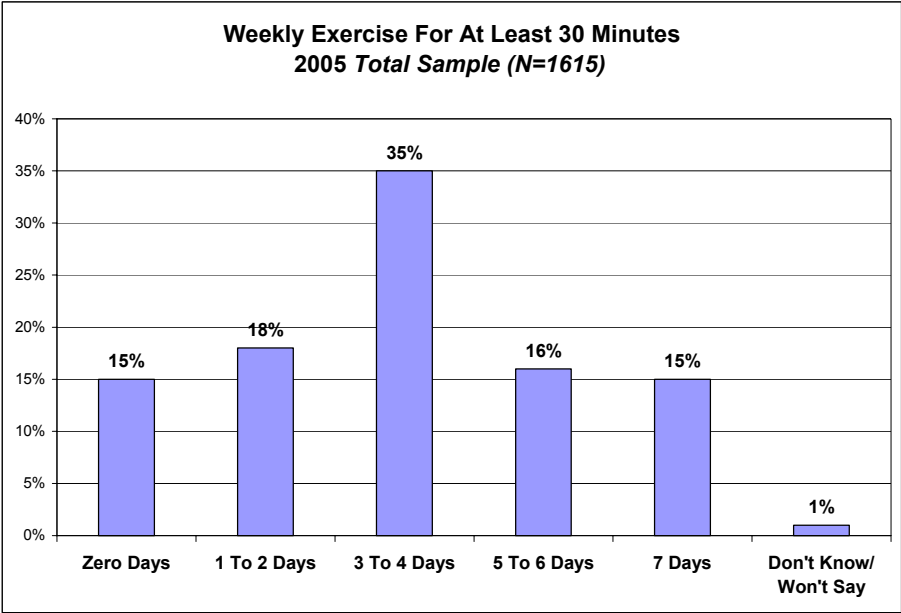


Mean†	23 hours
Median	10 hours

Approximately one-quarter (23%) of city residents help care for an elderly relative which is up from 17% observed in 2003. Twelve percent of residents care for a relative in their relative's home, while 7% care for a relative in their own home.

One-quarter (24%) of those who care for an elderly relative do so less than 5 hours per week, while 26% spend between 5 to 10 hours giving care and 25% spend between 11 to 39 hours a week providing care. Sixteen percent spend 40 hours a week or more providing care for their elderly relative. On average, family members who care for a relative do so 23 hours a week, with a median of 10 hours per week.

Physical Fitness and Recreation



**Normal Methods of Exercise**

(Top 9 Unaided Responses)

	2005 Total Sample (N=1615)
Walk	49%
Run/jog	15%
Lift weights	11%
Go to gym	11%
Ride bike	10%
Aerobics/classes	9%
Swimming	5%
Do not exercise	4%
Nothing in particular	4%

The large majority (84%) of Albuquerque residents claim they exercise for at least 30 minutes once a week or more. In fact, nearly one third (31%) say they exercise five times a week or more, while 35% say they exercise three or four times a week and 18% say they exercise once or twice a week. On average, residents say they exercise three times a week. No significant demographic differences are observed in reported exercise patterns.

Walking is by far the most common form of exercise with 49% saying this is how they normally get their exercise in, while 15% say they normally jog or run, 11% lift weights, and another 11% say they go to the gym and 10% ride their bike.



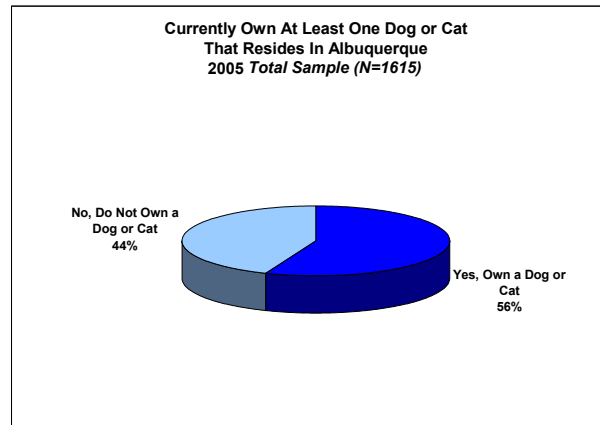
## Dog or Cat Ownership

### Preferred Source For Obtaining a Dog or Cat

(Top 8 Unaided Responses)

	2003 Total Sample (N=1352)	2005 Total Sample (N=1615)
City Animal Services (pound)	41%	37%
Humane Society	31%	32%
Pet store	9%	10%
Private sale/classified ads/ breeders	16%	9%
Family/friends	9%	6%
Adoption agency	3%	5%
Do not want a dog or cat	10%	7%
Don't know/won't say	6%	4%

\* Less than 1% reported.



### Source Where Current Dog or Cat Was Obtained

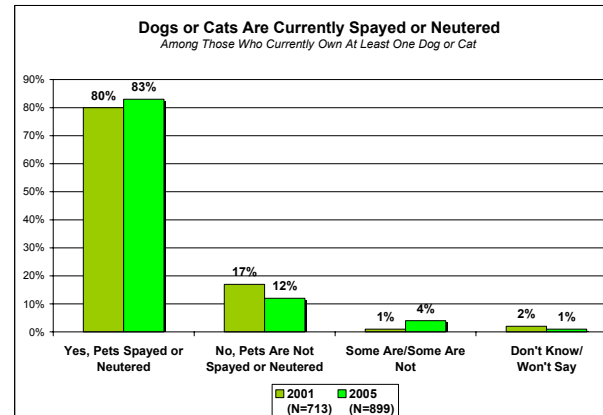
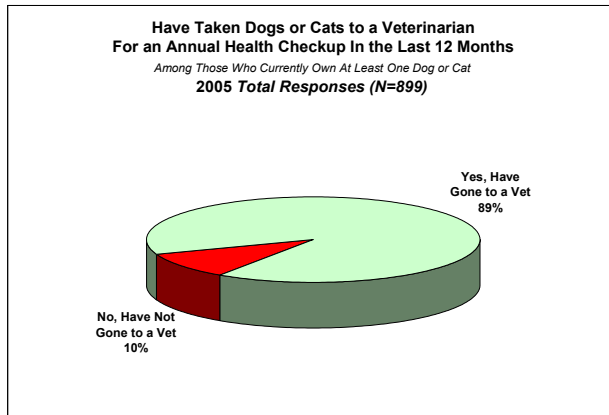
Among Those Who Currently Own At Least  
One Dog or Cat

(Top 8 Unaided Responses)

	2003 Total Responses (N=713)	2005 Total Responses (N=899)
Family/friends	40%	41%
Private sale/classified ad/ breeders	23%	19%
City Animal Services (pound)	18%	17%
Humane Society	14%	14%
Pet store	6%	6%
Rescue agency	*	5%
Stray/abandoned	12%	4%
Adoption agency	4%	4%

When asked in an unaided, open-ended manner where they would go to get a dog or cat, the plurality of residents (37%) say they would visit City Animal Services, while 32% would go to the Humane Society, 10% would go to a pet store and 9% would look for a private sale or search the classifieds. These results are very similar to those observed in the 2003 study.

The majority of city residents (56%) currently own a cat or dog. The plurality of these pet owners (41%) say they got their cat or dog from family or friends, while 19% went through a private sale, 17% went to City Animal Services, and 14% adopted at least one of their pets from the Humane Society. It is interesting that while the plurality of residents say they would go to either the Pound or the Humane Society if they wanted to get a dog or cat, family and friends is the most popular way of actually acquiring a pet. This is consistent with the results observed in 2003.



### Reason For Not Spaying or Neutering

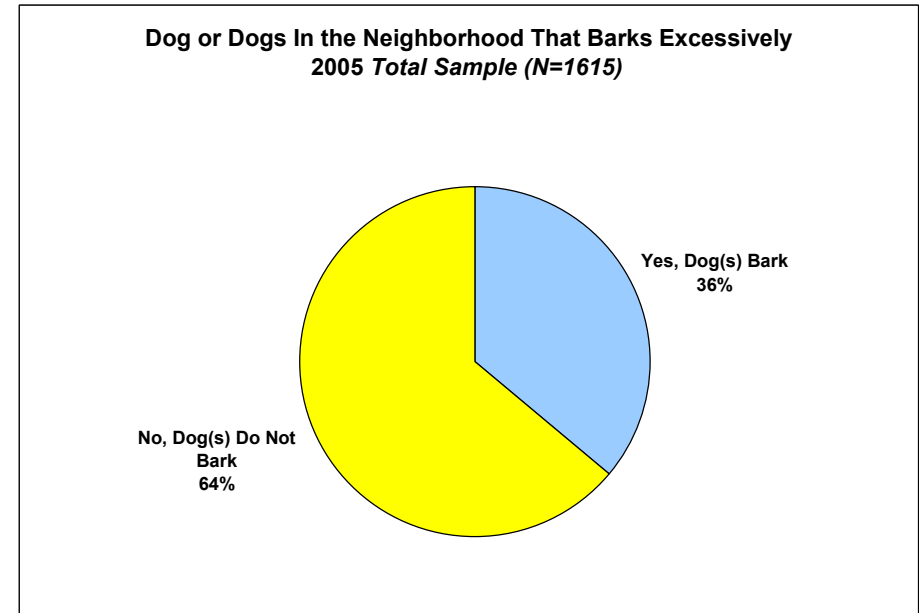
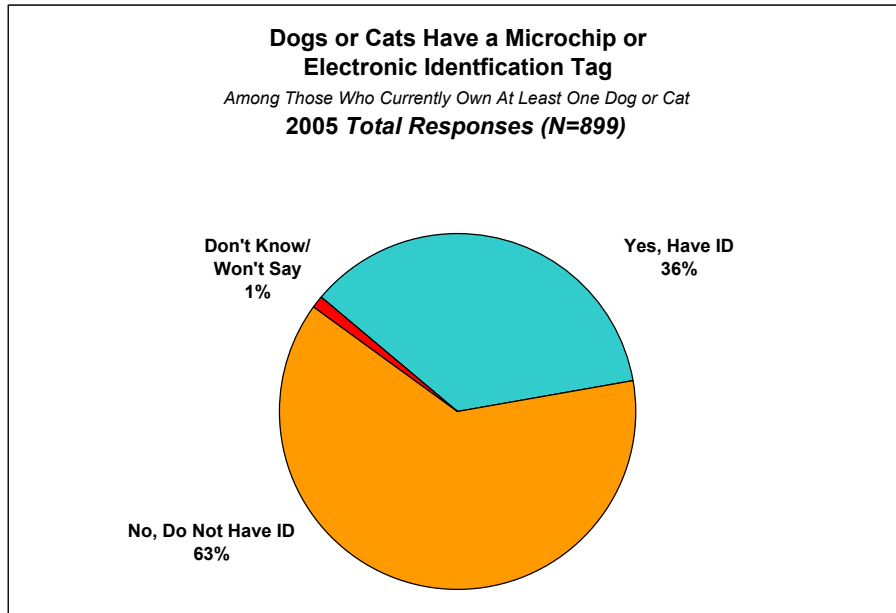
*Among Those Who Currently Own At Least One Dog or Cat That Is Not Spayed or Neutered*

*(Top 7 Unaided Responses)*

	Total Responses (N=151)
No reason in particular	29%
Wanted to have puppies/kittens	24%
Too young	10%
Too expensive	7%
Never leaves the yard/not in contact with other pets	7%
Don't want to/don't believe in it	7%
Don't like to have pets spayed or neutered (in general)	5%

The vast majority (89%) of Albuquerque pet owners say they have taken their dog(s) or cat(s) to a veterinarian for an annual health check up in the past 12 months. Furthermore, 83% say all of their cats and dogs are spayed or neutered, while 4% say some of their pets are and some are not. Twelve percent of residents say none of their dogs/cats are spayed or neutered. These results are very similar to those observed in 2001, when 80% said all of their pets were spayed or neutered.

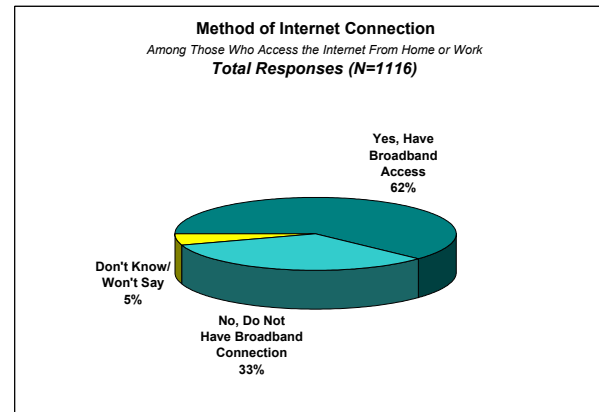
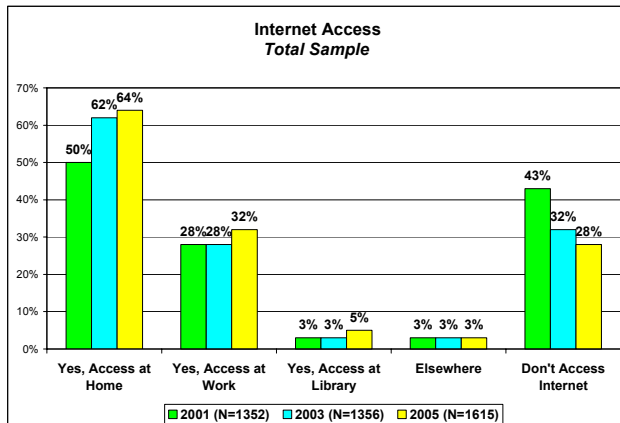
When asked why they have not spayed or neutered their pet(s), the plurality of respondents (29%) say there is no reason in particular, while 24% of respondents say they want to have puppies/kittens. Other common reasons given for not spaying/neutering ones' pets include: pets are too young (10%), it is too expensive (7%), pet(s) do not leave the yard and another 7% say they do not believe in spaying/neutering.



Over one-third of pet owners (36%) say they have at least one cat or dog that has a microchip or electronic identification tag.

On an unrelated note, 36% of residents say there is a dog (or dogs) in their neighborhood that barks excessively. This is more common to find in the SW Mesa/South Valley (56%) and Westside (46%).

## Internet Usage



### Reason For Not Accessing the Internet With a High Speed Broadband Connection

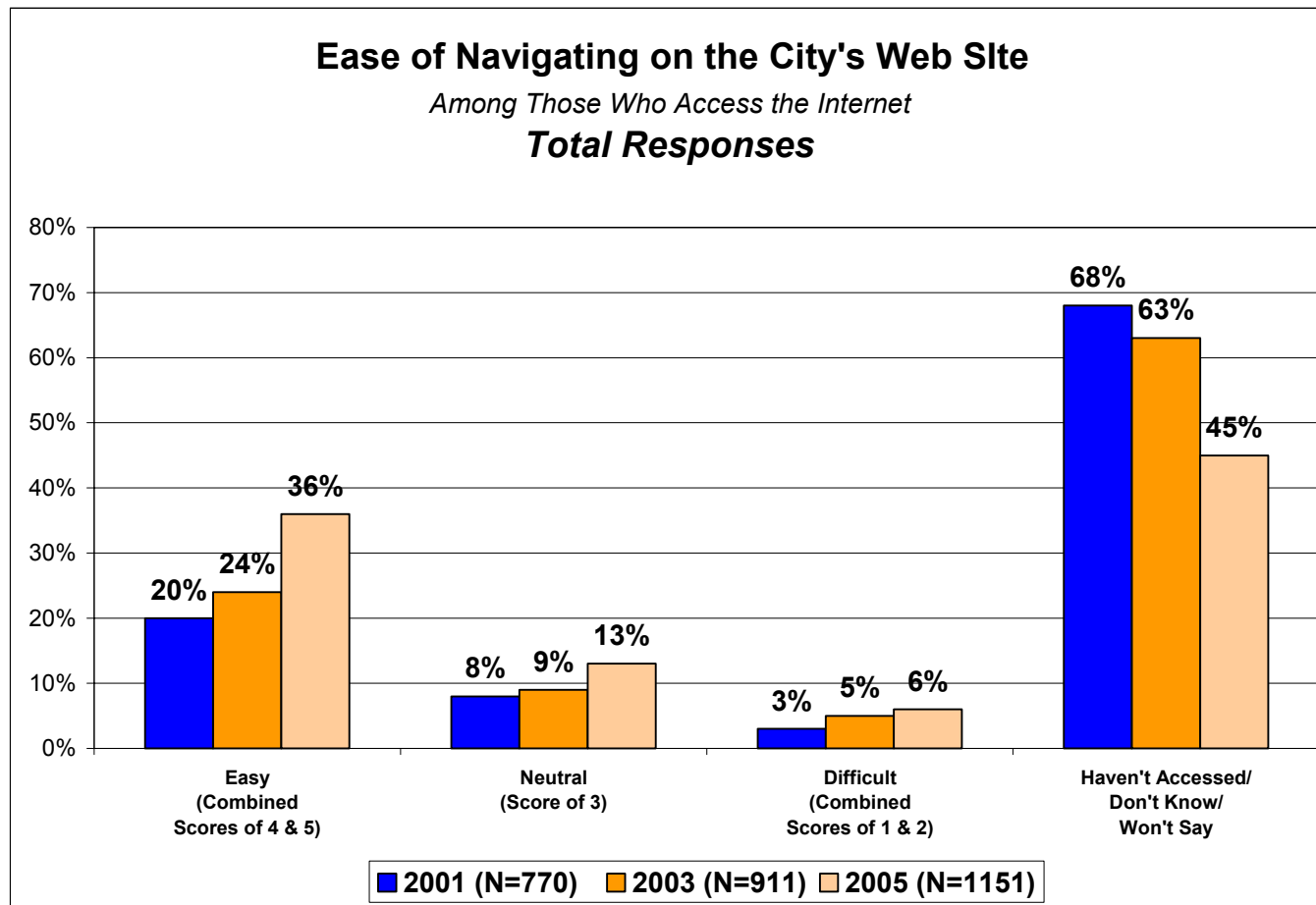
*Among Those Who Access the Internet From Home or Work and Do Not Have a Broadband Connection*

*(Top 5 Unaided Responses)*

	Total Responses (N=374)
Costs too much	51%
Don't need high speed access	25%
Don't know much about it	6%
Not available in area/at work	6%
Don't know/won't say	13%

As shown above, 72% of residents have access to the Internet. Sixty-four percent of the residents have access at home, 32% access the Internet at work, 5% go to the library and 3% access the Internet from other places. Since 2001, Internet access has increased from 57% to 72% currently. Residents who are least apt to have Internet access include Native Americans (41%), those with some high school education or less (62%), those with a household income of \$20,000 or less (51%), and seniors (62%).

Over three-fifths (62%) of residents who have access to the Internet use a broadband connection. Those who do not have broadband access to the Internet are most apt to cite cost (51%) as the reason for not using this technology, while 25% say they do not need high speed Internet access.



Over one-third (36%) of residents who have Internet access say they have accessed the City's Web site and found it easy to find the information they needed, while just 6% feel it was difficult to navigate. Overall, 55% of residents who have Internet access have gone to the Albuquerque City Web site at least once, which is up from 37% observed two years ago.